

QLS Business plan template



Sample

Executive summary		
Business name		
Business structure		
Personnel		
Service offerings		
Current market position		
Business objectives (SMART)		
Financial targets		
Start-up funds required		
Research and Analysis		
Client analysis		
Competitor analysis		
SWOT analysis	Strengths (internal)	Weaknesses (internal)
	Opportunities (external)	Threats (external)
Resulting possible strategies		



Marketing Plan	
Marketing objectives (SMART)	
Your value proposition / unique selling point	
Target market	
Market positioning	
Key marketing messages	
Key marketing actions	
Operational Plan	
Operational objectives (SMART)	
Staff	
Training & development needs	
Equipment needs	
Premises needs	
Systems & procedures	
Key operational actions	
Financial Plan	
Financial objectives (SMART)	
Start-up funds	
Profit and loss budget	
Cash-flow budget	
Balance sheet	
Sources of finance	