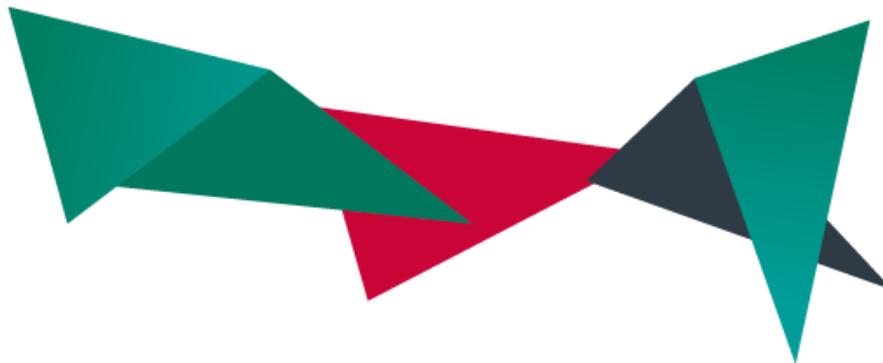




Busnes@
gwynedd.llyw.cymru



Business Plan Template and Guidelines





Section 1 – Basic details

Business Name

Contacts:

- Business Address (trading / registered office if appropriate)
- e-mail
- website
- Telephone(s)
- Mobile
- Fax

Principal Business Activity

what does/will your business do?

Section 2 – The Proprietor(s)

Name

Address (if different to business address)

Phone(s)

e-mail

Background:

- Previous business experience etc
- Relevant skills, qualifications, knowledge, and experience
- Interests and hobbies (optional)
- Personal strengths
- Personal weaknesses
- Any training requirements
- (or attach a CV)

[repeat for additional business owners]

Section 3 - The Business

Legal format:

are you/will you be a

- sole trader,
- partnership,
- limited company
- etc

Further details - (e.g. number of partners, shareholder details, directors)

Detailed description of the product or service

What exactly you do, and how do you do it?



Aims and Objectives

Short term: what do you want/need to achieve in the next three years? Please include a detailed explanation of the project that you are seeking grant funding for and how it fits into your wider plans

Medium term - what do you want/need to achieve from y3 onwards?

SWOT analysis

- Strengths
- Weaknesses
- Opportunities
- Threats

PESTLE analysis

factors beyond your control, but possibly affording opportunities, and/or posing threats

- Political
- Economic
- Social
- Technological
- Legal
- Environmental

Intellectual Property

- Does your proposed project include the use of any intellectual property?
- If so do you own that intellectual property – if not how do you intend to secure the rights to use it?
- Will your proposed project create any new intellectual property?
- How do you intend to go about safeguarding that intellectual property?

Section 4 – Your Market(s)

Market Segment

how would you describe your customer base in terms of:

- sector – industrial, commercial, consumer?
- age?
- gender?
- income group?
- local, regional, national, international?

Market Size and Potential

- What is the demand for your product or service?
 - What are the trends in your marketplace?
-



Competitor Analysis

- Who are your competitors?
- Where are your competitors?
- How do they promote themselves?
- How and/or why do you differ from your competitors?
- Is your product or service unique? If so, why and how?

How have you researched your market?

Marketing Objectives

Consider:

- Sales levels to be achieved
- Image to be portrayed
- Footfall required
- Market share required
- Target markets
- Product or service to be delivered

Marketing Strategy

(you have identified who/where they are, how do you/are you going to let them know you exist, and persuade them to buy?)

Product

Already described in Section 3

Place

How will you deliver your product or service?

Promotion

How do you / intend to promote your product or service?

How do you/will you reach the customers identified by Market Research?

Price

How much will you charge?

Why? (how have you arrived at your selling price?)

What is your break even point?

Section 5 – Operations

How and where will your business operate?

Premises

- Size?
 - Location?
 - Cost?
 - Tenure?
 - Etc
-



Plant & Equipment

- Type?
- Size?
- Cost?
- Maintenance?
- Ownership (lease, HP, outright purchase etc)?

ICT

- What?
- Capacity/performance?
- How many?
- Cost?
- Maintenance?
- Ownership (lease, HP, outright purchase etc)?

Vehicles

- What?
- Size?
- How many?
- Cost?
- Maintenance?
- Ownership (lease, HP, outright purchase etc)?

Legal Requirements

- Licenses
- Consents (including planning permission, LABC etc)
- Leases
- Contracts
- T&CT
- Employment
- Etc
- Costs associated?

Health& Safety

- Legislation
- Risk Assessments
- Authority
- Hazards
- Controls
- Etc

Insurances

Do you need/have you arranged:

- Public liability?
 - Employers' liability?
 - Professional Indemnity?
 - Vehicles?
 - Buildings and contents ?
 - Etc
-



Personnel Requirements (Please relate your answers particularly to the project for which you are seeking funding).

- Who?
- Why?
- Doing what?
- How many?
- Skills?
- Training?
- Costs?

Suppliers (Please explain, in answering these points, how the project which you are seeking grant funding towards contributes towards the wider local economy).

- What?
- Who from?
- Where?
- When?
- Costs?
- Terms?

Money

- How much?
- What for? (capital purchases, working capital etc)
- When?
- Where from? (personal investment, bank, grants, hp etc)
- Shortfall?

Contingencies

What happens if:

- You are injured?
 - You die?
 - An employee is ill?
 - The market fails?
 - Legislation changes
- etc

Section 6 – Risks

Set out the risks involved in successfully delivering the business development activities you are seeking a grant for, and explain what steps you will take to try to mitigate these risks

Section 7 – Appendices

Samples of promotional materials

Terms and conditions

Price lists

Photos of work

Anything else that describes or explains what, why, where etc



Busnes@
gwynedd.llyw.cymru

