

Business Plan

A Template for Social Enterprise

Business Name

Business Plan Outline

- Executive Summary
- Mission Values & Social Impact
- Policy Context
- Business Model
- Financial
- Risk & Relationship
- SWOT
- Notes

Section
1

Executive Summary

Give a summary of the key elements of your plan to create a short, but rounded overview of your business. The summary should describe your idea, your target market, your marketing approach and an overview of finance within the business.

This should be the last section you complete.

Business Idea

What is it and why is it distinctive?

Your Brand Identity

What does your business represent and how will you portray this?

Your Target Market

Who will your customers be and a brief rationale for this?

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Your Marketing Approach

How will you sell your services?

Finance

What are your key baseline figures? How much money will your business cost to run, how much will it make and what operating finance will you need?

Risk and Relationship

What are your key opportunities and challenges?

Section
2

Mission, Values and Social Objectives

Social enterprises work to what is called a 'Triple Bottom Line'. That is economic, social and environmental activity. In this section define your social mission, what targets you are setting and how you will measure and record success.

What is your social mission – why do you exist?

What are your key objectives over the next two years?

How will you measure whether you have achieved your objectives?

Section
3

Policy Context

Any business will have opportunities that can be created by things such as government policy or market failure for example. Describe the key influences on your business environment and how they create opportunities for you. Give a broad policy description, state the relevance to your business and give links to any other section of the plan.

Describe the key external influences over your business using a PESTE analysis. Which opportunities will have the greatest impact upon your business?

Political**Economic****Social****Technological****Legal****Environmental**

Section
4

Business Model

This section is about the core of your business, what legal status you have, how your business is structured and what your product or service range is. In addition you should describe who your customers will be and why they will buy your product (e.g. price, quality, lack of choice). Finally you should describe how your business will be managed, including what financial, human resource and performance management systems you use.

Legal Structure

What legal structure will your company adopt / has your company adopted and why?

Board / Staffing Structure

Illustrating line management and functional responsibilities

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Products and Services

Describe the products and services you intend to offer.

How have you decided upon a price for your range of products/services?

Where will you source the relevant elements which are required for your products/services?

Customer Base & Market Demand

Who are your customers and why will they buy your service?

What evidence do you have that there is a demand for your product?

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Marketing Approach

What market segmentation have you carried out?

How will your different markets/customers influence your approach?

Who are your major competitors and how will you differ from them?

How do you intend to promote and sell your product/service?

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Performance Management

Which areas of the business will you be monitoring in terms of performance and why?

How will you measure this performance?

How will you use this management information in the future?

Section
5

Financial

Explain how money works in your business, what you need to set up and then run your business over a three year cycle. Explain the cost of developing and the subsequent price of your product, how much you expect to sell and when you will sell it. Finally explain what investment you might need to get started and how you will source it.

What areas of the business will require set-up funding?

What will these be and how do you know this?

Where will you source this set-up funding from?

Where will the business operate from?

Will the premises be freehold / leasehold / rented? If rented what are the terms?

What will be your major running cost areas and how much will this be?

How much will your product/service cost to develop?

Budget Sheet

Cashflow analysis

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Insert Budgets and cash flow forecasts here

Section
6

Risk and Relationship

Outline the challenges that your business faces (e.g. money, skills, competition or changes in the market) what the nature of the risk is (e.g. reputation, financial, operational,) the level of risk and how you plan to reduce, manage or remove the risk you have identified.

Consider: **Risk / Impact / Type / Likelihood / Mitigation**

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Key Strategic relationships

Who are you working with regarding advice and best practice? Who will the organisation work with going forward? Partner organisations / Supporters?

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**Section
7****SWOT**

Provide a detailed SWOT analysis of the business now and in the future.

Strengths
<div></div>

Weaknesses
<div></div>

Opportunities
<div></div>

Threats
<div></div>

**Section
8****Notes**

Use this section to add any notes.

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Key Fund

For Over 10 years the Key Fund has been providing an innovative mixture of flexible grant, loan and equity packages to voluntary and community organisations, charities co-operatives, social entrepreneurs and social enterprises.

The Key Fund itself is a social enterprise and so understands the difficulties that organisations can face in attempting to develop and grow.

Our mission is to break down barriers to accessing finance, enabling people and communities to reach their full potential.

- Investment from £250 to £150,000
- Flexible and tailored packages
- Simple and transparent process
- Fixed rates and terms
- On-going supportive relationship
- Funds reinvested in the sector