



## Your business plan

A Business Plan will help you collate and clarify your business ideas, plan for the future of your business, and will help to show whether your idea is realistic and workable. Your Business Plan will play a key role in attracting funding to get your business started, so you should make sure you have one prepared before applying for lending. You may want to complete this and bring a copy when you meet with your Barclays Business Manager.

These files are provided in Portable Document Format (PDF). To view, modify and print [them](#), you will need Adobe Acrobat Reader. If the Adobe download site is not accessible to you, you can download Acrobat Reader from an [accessible page](#).

## Your personal details

Title Mr      Mrs      Miss      Ms      Other

Surname  First name(s)

Address

Postcode

Nationality  Country of residency

Date of birth

### Telephone

Home  Work

Mobile telephone  Email address

Education (eg qualifications, university degree)

Relevant work experience

Training (list any relevant courses that you've been on or plan to take in the near future)

## Business details

So, what's your business idea?

What resources, expertise and equipment will you need to get it started?

**What's the name of your business?**

Remember to check that your business name isn't already being used. Take a look on the Internet or check the index of company names held at Companies House.

What date did your business start/will it start?

Type of business

Sole trader

Partnership

Limited company

## Knowing your business

### Planning

What do you want to get out of owning your own business? It's important to set yourself short- and long-term goals, like whether you want to become a market leader or make a certain amount of money, right from the start. Outline your goals in the spaces below.

**My short-term business goals are:**

**My short-term financial goals are:**

**My long-term business goals are:**

**My long-term financial goals are:**

**This is what I want to achieve over the next few years:**

Year 1

Year 2

Year 3

### Knowing your product or service

Think about your product or service and how you can make it stand out from the competition.

**The Unique Selling Proposition of my product/service is:**

## Pricing

It'll pay (in more ways than one) to get your prices right. They'll need to do more than just cover your costs if your business is going to grow – they need to make you a profit. Keep an eye on what your competitors are charging and what your customers are willing to pay so you don't undersell your product or service.

Answer the questions below to quickly check whether your prices will be enough to make you money. The table on page 8 will help you to work out the 'breakeven point' of your business in more detail.

(a) Price per hour that I'm going to charge

£

(b) Direct costs per hour excluding overheads are

£

(c) Gross profit – per hour is (a)-(b)

£

(d) Gross profit margin  $(c)/(a) \times 100$  = (sometimes called 'mark-up')

%

(e) Overhead costs estimate for the whole first year of trading

£

**Based on your pricing, the minimum amount you'll have to sell in the first year to make a profit = (e)/(d)%**

£

Check whether the minimum you need to sell in a year looks realistic. If it doesn't, take another look at your pricing or, if you need to, review the costs involved in running your business.

## Knowing your market

Your market is your area of business, like catering or building, as well as the people that make up your customers. You need to understand how your market behaves and what your customers want. To answer the following questions, you'll need to do some research. Your answers will help you to figure out whether you can realistically earn enough money from your business to live on.

1. The number of customers available to my business is approximately:

2. My market is currently in decline/undergoing growth? What are the reasons for this?

Have there been any legislation changes? Are you aware of anything that might impact on it in the future?

3. I would say the demand for my product is a one-off purchase or a repeat purchase?

If it's a one-off purchase, how are you going to keep up sales?

## Customers

It's important to have a clear picture of who your ideal customers are – what are they like and what are they buying? You should remember that your customers are price-sensitive, too. They'll want a competitive price that's fair for what they're buying. Your answers below will help you to target your product/service at your customers better.

### My typical customer profile

Age  Sex  Income bracket

#### 1. Their needs are:

#### 2. How would my typical customers tend to buy products and services?

#### 3. Customers will use my product/service for:

#### 4. What they value most about my product/service is:

#### 5. What these customers would value (but don't really get from existing businesses) is:

#### 6. I could deliver this by:

#### 7. They will buy my product/service through the Internet/at my shop/over the phone/other:

#### 8. Buying my product/service will be a one-off purchase/repeat purchase:

#### 9. The after-sales service they expect from me is:

#### 10. They would choose my product/service over my competitors because:

## Competitors

It's important to understand what your competitors are offering so that you can make your product/service different, or better, than theirs. If it is different or better, you might attract more customers, and you might also be able to charge more. By filling out the following table, you'll have a clearer picture of just how well your business measures up.

### Comparing your competitors

|                                   | My business | Competitor A | Competitor B | Competitor C |
|-----------------------------------|-------------|--------------|--------------|--------------|
| <b>Product/service</b>            |             |              |              |              |
| <b>Price</b>                      |             |              |              |              |
| <b>Availability</b>               |             |              |              |              |
| <b>Reputation</b>                 |             |              |              |              |
| <b>Delivery</b>                   |             |              |              |              |
| <b>Location</b>                   |             |              |              |              |
| <b>Special offers</b>             |             |              |              |              |
| <b>After-sales service</b>        |             |              |              |              |
| <b>Strengths</b>                  |             |              |              |              |
| <b>Weaknesses</b>                 |             |              |              |              |
| <b>Unique Selling Proposition</b> |             |              |              |              |
| <b>Promotion/sales</b>            |             |              |              |              |

**My product/service is better than each of my competitor's because:**

Competitor A

Competitor B

Competitor C

## Location

Think carefully about your business location. Will you work from home to save money? If not, how are you going to pay for your premises? What insurance will you need to take out?

**The location of my business will be:**

**Advantages of this location are:**

**I'm going to rent      my business premises**

**Other must-haves** (eg loading bay, customer parking, etc) **will be:**

## Promotion

Being able to market and sell your product/service cost-effectively is one of the most important aspects of running a business. Promoting your business tells potential customers that you exist and entices them to buy more.

Once you've settled on a marketing budget for your business, figure out which methods will be best for your business and write them down below.

|                     | Type of advertising/promotion | Success to be measured by | Method used by competitors | Budget |
|---------------------|-------------------------------|---------------------------|----------------------------|--------|
| Method 1            |                               |                           | Yes    No                  | £      |
| Method 2            |                               |                           | Yes    No                  | £      |
| Method 3            |                               |                           | Yes    No                  | £      |
| Method 4            |                               |                           | Yes    No                  | £      |
| Method 5            |                               |                           | Yes    No                  | £      |
| Method 6            |                               |                           | Yes    No                  | £      |
| <b>Total budget</b> |                               |                           |                            | £      |

## Finance

Having a good understanding of the financial side of your business right from the start will increase your chances of success.

Remember you can always get help from Barclays Business Manager.

### Profit and loss forecast

I have completed a [profit and loss forecast](#) to check that my business will make profit:

**Yes**    **No**

### Cash flow forecast

I have completed a [cashflow forecast](#) to check that my business can meet its day-to-day costs:

**Yes**    **No**

### Sales projections – the amount I think I'll sell is based on these assumptions:

**Initial sales orders** – the orders I already have in place are:

|         |          |         |
|---------|----------|---------|
| Order 1 | Details: | Value £ |
| Order 2 | Details: | Value £ |
| Order 3 | Details: | Value £ |

**Purchase arrangements** – I've negotiated credit terms from the following suppliers:

|         |          |         |
|---------|----------|---------|
| Order 1 | Details: | Value £ |
| Order 2 | Details: | Value £ |
| Order 3 | Details: | Value £ |

**Variable costs** - these are the direct costs associated with the production of the goods/services which will be sold. This will include the cost of the materials used to produce the goods/services, along with the direct labour cost.

per month

**Fixed costs** - these are all running costs of the business that do not fall into variable costs. These are costs that you need to pay no matter how much goods or services you produce. For example - rent, wages and salaries, insurance, and loan interest.

per month

**Current business assets** – my current business assets (eg vehicles, equipment, machinery, etc) are:

|         |          |         |
|---------|----------|---------|
| Asset 1 | Details: | Value £ |
| Asset 2 | Details: | Value £ |
| Asset 3 | Details: | Value £ |

**Future business assets** – I think I'll need the following assets when I start my business and in its first year:

|         |          |         |
|---------|----------|---------|
| Asset 1 | Details: | Value £ |
| Asset 2 | Details: | Value £ |
| Asset 3 | Details: | Value £ |

**Funding your business** – I'll finance the start-up of my business through the following:

|               |          |         |
|---------------|----------|---------|
| Grants        | Details: | Value £ |
| Own resources | Details: | Value £ |
| Loans         | Details: | Value £ |
| Creditors     | Details: | Value £ |

## Considering a contingency plan

What do you consider to be the main risks to your business?

What would be the likely effect of each of the risks identified, and what would you do to reduce and overcome these risks?

## Calculating my breakeven point

The table below will help you to figure out your ‘breakeven point’, which is when the amount your business sells matches what it spends.

|   |  |
|---|--|
| <b>Personal drawings</b>  |  |
| <b>Salaries/wages</b>   |  |
| <b>National Insurance</b>   |  |
| <b>Tax</b>  |  |
| <b>Stationery/postage/printing</b>  |  |
| <b>Management services payable to franchisor (if applicable)</b>                                      |  |
| <b>Advertising</b>  |  |
| <b>Telephone</b>  |  |
| <b>Rent/rates/water</b>   |  |
| <b>Heating and lighting</b>   |  |
| <b>Vehicle depreciation</b>   |  |
| <b>Petrol</b>   |  |
| <b>Servicing</b>  |  |
| <b>Road Fund Tax</b>  |  |
| <b>Insurance</b>  |  |
| <b>Business insurance</b>   |  |
| <b>Bad debts</b>  |  |
| <b>Bank loan</b>  |  |
| <b>Bank charge</b>  |  |
| <b>Accountant's fees</b>  |  |
| <b>Direct/variable costs eg raw materials</b>   |  |
| <b>My breakeven point is how much I need to sell to cover the total of all the costs listed above</b> |  |

I intend to keep my books up to date myself/with the help of a book-keeper/with the help of an accountant:

If you're keeping your books up to date yourself, what book-keeping package will you use?

If a book-keeper or accountant will manage your books, please write down their name, address and telephone number.