

Business Plan for:

Document Version :	
Date :	
Completed by :	

## **Business Plan Contents**

## **Overview**

Add a brief statement of the fundamental features of the business, its nature, size, what it aims to do for whom, what makes it unique and those features that will give it particular credibility and point to its viability.

## **Summary**

Mission Statement / Vision – purpose of the business

Core Values – character of the business

Primary Objectives – what the business hopes to achieve over the next three years

Business History

The benefit of the business to investors

Key elements to this plan

## **Management & Staffing**

### **i) Current Staffing**

Detailed below are the overall numbers, names, qualifications and experience of key staff within the business:

Managerial

Professional/Technical

Administrative

External suppliers of advice, information or services

### **ii) Planned changes to staffing over the life of this plan**

This section details how the business plan will impact on staffing levels (e.g. additional skills and experience required):

Planned Recruitment

Training Initiatives

Staff Redeployment/Redundancy

## Products & Services

What the Business produces

Product/Service	Features	Benefits

Standards adhered to

Skills Utilised

Key Processes (incl. performance and quality management and associated success criteria)

Protective Measures (e.g. copyrights, licence rights and insurances)

## **Markets and Marketing**

- i) Market Analysis – Current/Potential demand and Competitors
- ii) Marketing – How the business promotes itself
- iii) Marketing Strategies – How the business intends to develop

## **Development of the Business**

How the business's objectives will be met (e.g. pricing, promotion)

Planned programme of action (reflecting requirements of clients and forecast trends in demand)

How the business may need to develop to respond effectively to a changing business environment (e.g. organisational structures, systems and skills, image and reputation management)



## **Operational Resources**

Qualitative and quantitative evaluation of resources needed to fulfil the operational objectives of the business:

Premises

Transport

ICT Systems

Other Plant & Equipment

Information (incl. market intelligence, database and proprietary knowledge)

N.B. This section excludes staffing and finance which are covered in other sections

## **Finance**

This section includes the essential elements of accountancy processes, financial factors and targets for the coming three years:

Estimates of Expenditure & Income

Charging Policies

Cash Flow

Capital Programme

Financing & Budgets

N.B. Business Cases will need to be clear on any payback against investment – timescales etc, plus set out any expected cost reductions from new ways of working

## **Performance Review and Revision**

i) The business has put the following measures in place to monitor progress against the plan:

Success Criteria

Targets

Governance and frequency of collection and reporting

ii) Systems in place to monitor performance in the following areas:

Expenditure, income and other budgetary control

Output returns

Non productive time

Employee absence and turnover

Analysis of customer opinion surveys and complaints

## **Risk Assessment and Sensitivity Analysis**

This section considers the main variables and uncertainties associated with the business plan (e.g. inflation, fluctuations in demand etc) and their cost implications and then reviews feasible outcomes for each. Sensitivity Analysis is then used to assess which options offer the most flexibility to cope with change whilst retaining the ability to deliver the required option.

- i) Risk Management Assessment – Internal environment (e.g. staff), micro-environment (e.g. external customers and suppliers) and macro environment (e.g. political, economic, socio cultural technological)
- ii) Sensitivity Analysis

## **Supporting Appendices**

Business Case

Current activities (incl. resources, costs and standards)

Risk based SWOT analysis

Options appraisal and recommendation

Key Partners

Market Research Studies

- Customer Research – current and potential, customer profiling, behaviours, needs, buying patterns,
- Services/Product Research - What is being sold, how it compares with other services, how it might be developed or refined, impact of service support (e.g. after sales)
- Competition Research – Strengths & weaknesses of competitors, similar products, similar customers, potential gaps in the market

Technical Specifications

Detailed Organisation Charts

Legal & Insurance Documents (e.g. contracts, agreement, leases, insurance policies)

Equalities Impact Needs Assessments