

all things bookkeeping.

Business plan template.

Business Details

Business Name (and or trading name):

Address:

Physical address

Postal address

Business Contact numbers:

Cell

Landline

Occupancy Status

Owner

Tenant

IF owner: new equity

Date in premises:

Contact Persons

Name

Position

Cell

Landline

Email

Period with bank

all things bookkeeping.

Contents

Business Details	1
Content	2
Executive Summary	3
General Company Description	4
The Opportunity, Industry & Market	5
Strategy	5
Team – Management & Organisation	6
Marketing Plan	6
Financial Plan	6
Funding requirements	7
Appendix	7

all things bookkeeping.

Executive Summary

[In 2 pages or less summarize the most important aspect of the business]

Business Concept (nature of activities)

Financial Features:

Current turnover

Projected turnover

Age of business:

all things bookkeeping.

General Company Description

[1-2 page overview of the company]

Legal entity type & registration number.

Ownership

Name	Age	Gender	% ownership	Financial contribution	ID number
------	-----	--------	-------------	------------------------	-----------

Vision and mission statement

SWOT

Industry description

Debtors

Debtors days

Credit terms

% customers on credit

% credit sales

Debt provision

Creditors

Accounts payable

Competitor analysis

Insurance

Do you have an insurance policy?

Yes

No

Name

Risks breakdown

Premium

all things bookkeeping.

The Opportunity, Industry & Market

[2-3 pages]

Opportunity analysis

Where is the gap in the market?

What has given rise to this gap?

How was this gap identified?

How will the gap be filled?

Market analysis

What is the total size of the market?

How fast is the market growing?

What percentage share of the market will you have? (This is important only if you think you will be a major factor in the market.)

What are the major trends in target market – trends in consumer preferences, demographic shifts and product development?

Strategy

[1-2 pages]

The focus of the business: broad mass market or a specific niche?

How the business will succeed in the market? How will you create a unique and valuable position, involving a different set of activities?

What is unique about the business? How is the offering different from that of competitors?

all things bookkeeping.

Team – Management & Organisation

[2 pages]

CV founders
CV management
Number of employees

Marketing Plan

[2-3 pages]

The product (or service) and why it is valuable to customers
The focused and detailed description of the target market
The positioning of the product or service – how it should be perceived by customers
The pricing strategy with specific price points at which the product or service will be sold
The sales and distribution channels that will be used to get the product or service to the customer
The promotion strategy including public relations activities, specific promotions, advertising and intended viral marketing activities

Financial Plan

[2-4 pages]

Working capital & Start-up cost requirement.
12-month profit and loss projection (month-by-month) and a three-year profit and loss projection (quarter-by-quarter) / Pro-Forma financials if not available
A 12-month cash-flow projection and a three-year cash-flow projection (quarter-by-quarter)
A projected balance sheet at start-up and at the end of years one to three
A break-even calculation
Asset register
Gross profit calculation

all things bookkeeping.

Funding requirements

Reasons needed

Ownership contributions

Monies owed to creditors

Surety ship agreements

Asset financing break-down

Details	Bank finance needed	Own contribution	total
---------	---------------------	------------------	-------

Appendix

Brochures and advertising materials

Industry studies

Blueprints and plans

Maps and photos of location

Magazine or other articles

Detailed lists of equipment owned or to be purchased

Copies of leases and contracts

Letters of support from future customers

Any other materials needed to support the assumptions in this plan

Market research studies

List of assets available as collateral for a loan

Detailed financial calculations and projections

Bank statements – 3 months.