**Executive Summary:**

*Write this section last. It’s a summary of your plan.*

**Company Overview:**

*Discuss your business model, your primary area of business and the market you wish to operate in.*

**Products and services:**

*Details any products and services you will be offering*

**Market Analysis:**

*Detail your target market, supporting market stats including size and value. Identify competitors and review their strengths and weaknesses. If you’ve done a SWOT analysis for your business, put this in the appendix and summarise the key points here.*

**Risks:**

*Identify and assess all risks to your plan and how you intend to mitigate and overcome these.*

**Marketing and Sales Plan:**

*How will you target your potential customers? Detail your brand idea, message, marketing channels, distribution channels and selling strategy. How will you recruit and retain customers?*

**Key dates and milestones**

*What is your timing plan? What and when are the key milestones and how will these be measured. How will you report the progress against these milestones?*

**Organisation structure and team:**

*Detail how your business is going to be structured and the team involved. Assign responsibilities and accountabilities.*

**Budget**

*Include your profit and loss, sales forecast and balance sheet. Demonstrate how the business will make money in years 1-3.*

**Finance**

*How will you finance the start-up and operation? When will any debt be repaid?*

**Appendix**

*In this section, you can include any background work including market reports, competitor SWOTs, Market SWOT, scenario plans etc.*