

Business plan template

Introduction

This plan can be used to support completion of Unit 4 of NCFE Level 2 Certificate in Creating a Business Start-Up (603/3632/8).

Personal and/or sensitive data can be simulated/fictional for the purpose of this plan.

Section 1 – Background

Business owner:

Business Name:

Business Phone:

Business Address:

Business Summary:

Business Aims:

Section 1 cont'd - Background

Why do you want to run your own business?:

Education/Previous work experience:

Section 3 – Product(s)/Service(s)

What are you selling?:

Describe the product/service you're selling:

Section 4 - Marketing

Describe your target market/customer:

Market research findings:

Marketing strategy:

SWOT Analysis:

Section 5 – Expenses, Pricing and Cashflow

Pricing:

Expenses:

Cash flow forecast:

Section 6 – Profit forecasting

Profit forecast for first 6 months of business:

Notes

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