

STARTUP PLAN



INTRODUCTION – YOU & YOUR BUSINESS IDEA

What is your business idea and why you have chosen it?

Describe what your future business will do, and what products and/or services it will sell.

How do you see your business in 5 years time?

What relevant knowledge, skills and experience do you have that will help you make this business a success?

What actions have you already taken to try and start your business?

MARKETPLACE

Who are you target/ideal customers?

Is there enough demand to make your business viable? How do you know?

Who else is doing something similar? What are their strengths and weaknesses?

What makes what you offer better or different?

MARKETING AND SALES

How will your target customers find out about your business? List different methods of promotion will you use, and how much will each cost.

Where will potential customers be able to purchase your products/services?

How much will you charge? How did you work out prices?

How many products/services will you sell per week or per month? How did you work this out?

RISKS

What could go wrong? What are biggest risks and threats to your business? How will you reduce or avoid them?

LEGAL ASPECTS

What is going to be the legal structure (ie sole trader, limited company, etc) of your business? Why did you choose this particular legal structure?



FINANCE

How much money do you need to start the business? List all your startup costs.

1.	£	
2.	£	
3.	£	
4.	£	
5.	£	
6.	£	
7.	£	
8.	£	
9.	£	
10.	£	
11.	£	
12.	£	
13.	£	
14.	£	
15.	£	
TOTAL		£

How much of your own money can you invest in your business? How much is required from other sources?