



BUSINESS PLAN TEMPLATE FOR BUSINESSES

MAKING YOUR BUSINESS A SUCCESS

SiGNAL
Martinque House
Hampshire Road
GU35 0HZ
01420 556335
www.signalbordon.org
work@signalbordon.org

Introduction

Business plans help you understand your business so that you can identify the right activities to engage in, spot opportunities that could help you be more successful and also threats that might impact on your business.

Use this template to guide you through the planning process so you know that you have considered everything. This plan will help to bring together your ideas and research into a structured format and help you to decide if, when and how to make the most of your business and drive profits.

If you're serious about having a successful business, then it's time to get serious with a business plan!

Contents

- Executive summary
- Personal profile
- Who works in your business?
- The market
- SWOT analysis
- Customers
- USPs of the business
- Competitor analysis
- Growing your business
- Key people



Executive Summary

Yes, this section might be at the beginning of your business plan but actually you should skip it and complete it later once you've finished the rest of the plan! Then use the box below to summarise the key points of your Business Plan.

Personal Profile

Outline your experience, knowledge, skills and qualifications.

WHO WILL BE WORKING IN YOUR BUSINESS ON A DAY-TO-DAY BASIS?

If you have someone helping make products or working alongside you, give an overview of their skills.



The Market

Outline of the market place you plan to operate in. Is it online or in an actual physical location? This section should also identify any new or potential groups of customers that are not served by other businesses in the area. Consider researching the demographic information for the area or for your online customers.

SWOT Analysis

Strengths, Weaknesses, Opportunities and Threats. Outline what these are and how you will make the most of them or overcome the challenges:

Strengths	
Weaknesses	
Opportunities	
Threats	

Customers

Your target customers and how they will be attracted to the business, backed up with relevant market research.

Who are your target customers?

What will you do to appeal to these customers?

What changes/developments/investments need to be considered to attract these customers?

USPs (Unique Selling Points) of Your Business

Description of your products or services and how the business will stand out from the competition.



Competitor Analysis

Outline of competitors to this business and their perceived USPs

Name of competitor:

Their USPs:

Name of competitor:

Their USPs:

Name of competitor:

Their USPs:

Growing Your Business

What will you do and what support is required to help grow the business as planned?

KEY PEOPLE

Who do you need to be successful?

Name

Experience

Role in the business

Name

Experience

Role in the business

Name

Experience

Role in the business

Now return to the beginning of your business plan and the Executive Statement. Summarise the key points from the plan and what steps you need to take to achieve your goals.



At SiGNAL we provide workspaces to help you get your business off the ground and grow. From meeting rooms, offices and desk hire, we have workspaces for entrepreneurs, sole traders and micro businesses right in the heart of Bordon.

We also offer fantastic business networking events -
because who you mix with matters!

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Find out more about SiGNAL by visiting our website.

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