

Business Plan Example Template

Below are the key **business plan headings, sections and sub-sections** for the format that is typically found in a professional business plan. Feel free to adapt and customise this template to suit your type of business or industry.

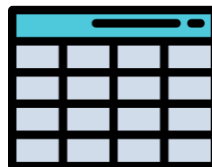
If you run out of time or patience with your plan, and decide that professional help would be of value, then don't hesitate to contact us at Irish Business Plans. We have over fifteen years' experience helping entrepreneurs develop their ideas and prepare professional business plans. We would be delighted to help. Get in touch to find out more.

1. Executive Summary

- 1.1 Overview / Synopsis of Business Plan
- 1.2 Keys to Success
- 1.3 Table of Key Commercial Indicators



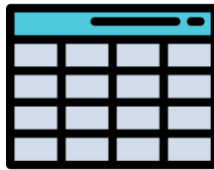
- 1.4 Overview of Funding Requirements



2. Business / Company Description

2.1 Location or Premises (Offline or Online)

2.2 Legal Structure – Promoters, Shareholders, Board (Insert Table)



2.3 Mission Statement

2.4 Business History and / or Background

2.5 Business Advisors & Partners

2.6 Short Term Objectives – with Timeline

2.7 Long Term Objectives (Strategic) – with Timeline

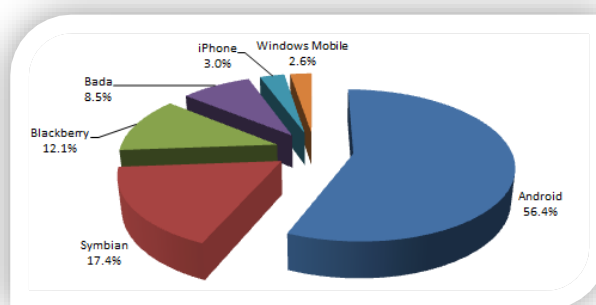


3. Products and Services

3.1 Market Problem or Opportunity

3.2 Your Solution (Product or Service in Detail)

3.3 Product / Market Demand



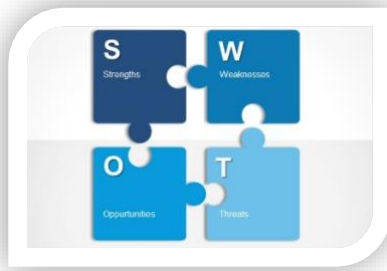
3.4 Key Suppliers

3.5 Future Product or Service Developments

3.6 Trademarks or Patents

4. Industry, Market & Competitor Analysis

- 4.1 Target Market & Valuation
- 4.2 Targeted Market Share
- 4.3 Market Influences – Trends and Growth Rates
- 4.4 Barriers to Entry
- 4.5 Competitor Profiles
- 4.6 Building a Competitive Advantage
- 4.7 S.W.O.T. Analysis



5. Sales

- 5.1 Sales Forecasts



- 5.2 Sales Cycle or Model
- 5.3 Pricing Strategy
- 5.4 Sales Management Strategy

6. Marketing and Communications

6.1 Goals & Positioning Strategy

6.2 Promotional Tools and Activities



6.3 Timelines and Budgets

7. Research and Development

7.1 Synopsis of R&D to date

7.2 Planned R&D – Product or Service Development

7.3 Copyrights, Brands, Patents

8. Operations – Staffing and Organisation

8.1 Organisational Chart and Management Summary



8.2 Current Staffing Levels

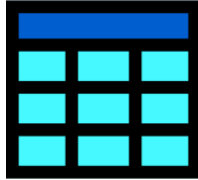
8.3 Payroll Analysis Table



8.4 Future Staffing Levels

9. Financials

9.1 Start Up or Expansions Costs



- 9.2 Funding
- 9.3 Notes & Assumptions to the Trading Projections
- 9.4 Trading & Profit and Loss Projections (Sample Format)

Profit and Loss Statement

Company Name
 Gross margin [L/J]
 Return on sales [I/J]

For the [Month or Year] ending [Month-Day-Year]
 Stated in 000s

| | Prior Period | Budget | Current Period | Current Period as % of Sales | % Change from Prior Period | % Change from Budget |
|--------------------------------|--------------|----------|----------------|------------------------------|----------------------------|----------------------|
| Sales Revenue | | | | | | |
| Product/Service 1 | | | | | - | - |
| Product/Service 2 | | | | | - | - |
| Product/Service 3 | | | | | - | - |
| Product/Service 4 | | | | | - | - |
| Total Sales Revenue [J] | 0 | 0 | 0 | 0 | - | - |

| | | | | | | |
|--------------------------------|----------|----------|----------|--------------|--------------|--------------|
| Cost of Sales | | | | | | |
| Product/Service 1 | | | | | - | - |
| Product/Service 2 | | | | | - | - |
| Product/Service 3 | | | | | - | - |
| Product/Service 4 | | | | | - | - |
| Total Cost of Sales [K] | 0 | 0 | 0 | 0.00% | - | - |
| Gross Profit [L=J-K] | 0 | 0 | 0 | - | 0.00% | 0.00% |

| | | | | | | |
|---|----------|----------|----------|--------------|---|---|
| Operating Expenses | | | | | | |
| Sales and Marketing | | | | | | |
| Advertising | | | | | - | - |
| Direct marketing | | | | | - | - |
| Other expenses (specify) | | | | | - | - |
| Other expenses (specify) | | | | | - | - |
| Total Sales and Marketing Expenses [M] | 0 | 0 | 0 | 0.00% | - | - |

| | | | | | | |
|--|----------|----------|----------|--------------|---|---|
| Research and Development | | | | | | |
| Technology/licenses | | | | | - | - |
| Patents | | | | | - | - |
| Other expenses (specify) | | | | | - | - |
| Other expenses (specify) | | | | | - | - |
| Total Research and Development Expenses [N] | 0 | 0 | 0 | 0.00% | - | - |

9.5 Cash Flow Projections (Sample Format)

Cash Flow Statement

| Fiscal year begins: 01/01/2013 | (Pre) startup EST | | | | | | | | | | | | Total EST | |
|---|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|------|
| | JAN 01 | FEB 01 | MAR 01 | APR 01 | MAY 01 | JUN 01 | JUL 01 | AUG 01 | SEP 01 | OCT 01 | NOV 01 | DEC 01 | | |
| Cash on Hand (beginning of month) | 1000 | 1000 | 975 | 1070 | 375 | 505 | 555 | 855 | 855 | 855 | 855 | 855 | 855 | 855 |
| Cash Receipts | | | | | | | | | | | | | | |
| Cash Sales | 50 | 70 | 80 | 100 | | 300 | | | | | | | | 600 |
| Collections fm CR accounts | | | | | 50 | | | | | | | | | 50 |
| Loan/ other cash in. | 25 | 25 | 25 | 30 | | | | | | | | | | 105 |
| Total | 0 | 75 | 95 | 105 | 50 | 300 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 755 |
| Total Cash Available (before cash out) | 1000 | 1075 | 1070 | 1175 | 505 | 855 | 855 | 855 | 855 | 855 | 855 | 855 | 855 | 1610 |
| Cash Paid Out | | | | | | | | | | | | | | |
| Purchases (merchandise) | | 100 | | 800 | | | | | | | | | | 900 |
| Purchases (specify) | | | | | | | | | | | | | | 0 |
| Gross wages (exact withdrawal) | | | | | | | | | | | | | | 0 |
| Payroll expenses (taxes, etc.) | | | | | | | | | | | | | | 0 |
| Outside services | | | | | | | | | | | | | | 0 |
| Supplies (office & oper.) | | | | | | | | | | | | | | 0 |
| Repairs & maintenance | | | | | | | | | | | | | | 0 |
| Advertising | | | | | | | | | | | | | | 0 |
| Car, delivery & travel | | | | | | | | | | | | | | 0 |
| Accounting & legal | | | | | | | | | | | | | | 0 |
| Rent | | | | | | | | | | | | | | 0 |
| Telephone | | | | | | | | | | | | | | 0 |
| Utilities | | | | | | | | | | | | | | 0 |

9.6 Balance Sheet Statements

| Balance Sheet | This Month | Last Month |
|--|--------------|--------------|
| Current Assets | | |
| Checking Account 1 | 36029 | 20000 |
| Savings Account | 3545 | 3545 |
| Accounts receivable 2 | 5000 | 21958 |
| Other | 994 | 994 |
| Total | 45567 | 46497 |
| Fixed Assets | | |
| Property and equipment | 10959 | 10959 |
| Less accumulated depreciation (Negative Value) | -9051 | -9051 |
| Total | 1908 | 1908 |
| Total Assets | 47475 | 48405 |
| Current Liabilities | | |
| Credit Cards 3 | 70 | 1000 |
| Total | 70 | 1000 |
| Long-term Liabilities | | |
| President / CEO | 20000 | 20000 |
| Total | 20000 | 20000 |
| Owner Equity | | |
| Capitol Stock | 1000 | 1000 |
| Retained Earnings | 26405 | 26405 |
| Total | 27405 | 27405 |
| Total Liabilities & Stockholder Equity | 47475 | 48405 |

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