

BUSINES PLAN

Subtitle text here

Month, Year

Company Name

Street Address
City, Post Code

Phone
Email

Logo Name

WELCOME TO TURNING IDEAS INTO REALITY

Congratulations! You've got a business idea and the drive to make it happen.

But there's more to launching a successful business than just a great concept. This Mum is here to help you navigate the important steps and answer the crucial questions that will set you up for success.

Are you ready to:

- Dive deep: Explore your idea, validate your market, and assess your personal skills and strengths?
- Plan your path: Develop a roadmap to guide your business growth and navigate potential challenges?
- Build your foundation: Create a solid structure for your business and define how it will operate?



Remember, your business plan is a living document, not set in stone! Review it regularly (like, quarterly or even monthly) to track your progress, celebrate wins, and tweak things if needed.

While crafting a solid **business plan** might take some time and effort, **trust us, it's worth it!** This process helps you analyse every aspect of your business, ensuring you're well-prepared for your entrepreneurial journey.

Remember, perfection isn't the goal. Start with a **clear and workable plan**, and refine it as your business evolves. We're with you every step of the way!

This Mum's business plan template is designed to be **easy to understand and use**, even if you're a complete beginner. So, roll up your sleeves, let's get planning, and turn your brilliant idea into a thriving reality!

FORGET FANCY JARGON, FOCUS ON CLARITY!

The best business plans are **short, sweet, and to the point**. They outline your goals, the steps to achieve them, and the resources you'll need along the way.

Don't be intimidated by lengthy templates. **Break it down into bite-sized pieces** to make the process easier and more manageable.

This Mum's business plan template is **divided into clear sections**, guiding you through each stage of crafting your roadmap to success. **No need for prior experience or complex financial formulas!** We've made it simple to understand and use, even for complete beginners.

Focus on laying the foundation for your business success, and leave the number crunching to us. We'll equip you with the tools and resources you need to create a winning plan, step by step.

1. CONTENTS

2. Let's Get Planning 5
3. Executive Summary 6
3.1 Business Summary 6
3.2 Business Aims 6
3.3 Financial Summary 6
4. Elevator Pitch *(AKA Company Overview)* 7
4.1 Your Business Name: 7
4.2 Strapline: 7
4.3 Elevator Pitch: 7
5. Business Description 8
5.1 Your Misson: 8
5.2 Your Magic: 8
5.3 Your Journey: 8
5.4 Your Impact: 8
5.5 Your Dream Team *(Optional)*: 8
6. Owner's Biography *(Optional)* 9
6.1 Your Spark: 9
6.2 Your Background: 9
6.3 Your Expertise: 9
6.4 Your Vision: 9
7. Products and Services 10
7.1 Your Star Product/Service: 10
7.2 Expand on Your Offerings *(Optional)*: 10
7.3 Explain Your Launch Plan *(Optional)*: 10
8. The Market 11
8.1 Who You're Helping: 11
8.2 Your Ideal Customer: 11
8.3 Their Location: 11
8.4 Their Needs and Desires: 11
8.5 Their Decition-Making Factors: 11
8.6 Exsiting Customer Base *(Optional)*: 11
8.7 Future Customers: 11
9. Market Research 12
9.1 Desk Research: 12
9.2 Customer Questionnaires (*Optional*): 12
9.3 Test Trading (*Optional*): 12
10. Marketing Strategy 13
10.1 Your Marketing Goals: 13
10.2 Your Marketing Plan: 13
10.3 Your Key Messages: 13
10.4 Your Sales Approach (*Optional*): 13
11. Competitor Analysis 14
11.1 Meet The Competition: 14
11.2 Their Strengths and Weaknesses: 14
11.3 Your Secret Sauce: 14
11.4 Optional Extras: 14

12. Operations and Logistics....15
12.1 Production:....15
12.2 Delivery:....15
12.3 Payments:....15
12.4 Suppliers:....15
12.5 Premises and Equipment:....15
12.6 Transport:....15
12.7 Legal and Insurance:....15
12.8 Management and Staff:....15
13. Costs and Pricing Strategy....16
13.1 List Your Product or Service:....16
13.2 Cost Breakdown:....16
13.3 Total Cost:....16
13.4 Price Per Unit:....16
13.5 Profit Margin:....16
13.6 Mark-Up *(Optional)*:....16
14. Financial Forecasts....17
14.1 Sales and Costs Forecast:....17
14.2 Personal Survival Budget:....18
14.3 Cash Flow Forecast:....19
14.4 Costs Table:....20
15. Back-Up Plan....21
15.1 Short-Term Plan:....21
15.2 Long-Term Plan:....21
15.3 Plan B and C and…:....21

2. LET'S GET PLANNING

This first step is all about laying the groundwork for your business identity.

Think of it as creating your business's DNA!
Here, you'll provide some basic details to personalise your plan and establish its ownership.

BUSINESS NAME: Your brand's shining star! ✨

OWNER(S) NAME(S): The brilliant minds behind the magic!

BUSINESS CONTACT INFORMATION: Your business's communication hub.

PERSONAL CONTACT INFORMATION: Optional. Keep it separate if needed.

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3. EXECUTIVE SUMMARY

Top Tip: Craft your **Executive Summary** last! Think of it as the **sparkling introduction** to your business story. Once you've filled in all the sections, use this summary to **tell the world** about your amazing idea, **what makes you unique**, and **how you'll conquer your goals**. Remember, this is your chance to **shine**! ✨

Write this last, once you've finished everything else, and keep this overview to one page. Describe the problem the business aims to solve, why your solution is different (your USP), your ideal customer and your expected results.

3.1 BUSINESS SUMMARY

3.2 BUSINESS AIMS

3.3 FINANCIAL SUMMARY

4. ELEVATOR PITCH *(AKA COMPANY OVERVIEW)*

This section is all about crafting your **elevator pitch**, also known as your **company overview**. Think of it as your **30-second chance to captivate** anyone who asks, "So, what do you do?"

Here's where you'll showcase your **brilliant idea**, **unique selling points**, and the **value you offer to your customers**. Remember, keep it **concise, clear, and engaging**! ✨

4.1 YOUR BUSINESS NAME:

4.2 STRAPLINE:

4.3 ELEVATOR PITCH:

5. BUSINESS DESCRIPTION

So, what exactly is your fabulous business all about?

This section is your chance to **share your story and shine a light** on what makes your business **unique and exciting**.

Here's where you explore:

5.1 YOUR MISSON:

This is your **company's guiding star**, what drives you and keeps you passionate about serving your customers.

5.2 YOUR MAGIC:

What **amazing products or services** do you offer that solve your target market's problems?

- What amazing products or services do you offer?
- What problem does it solve for your customers? (Briefly explain)
- How does it make their lives easier/better? (Highlight key benefits)

My amazing solution [describe the solution or product]] helps [describe who you're helping] [describe the problem] by [explain how you solve it].

5.3 YOUR JOURNEY:

If you'd like, share the **inspiring story** behind your business in a way that feels personal and engaging. How did you get this brilliant idea off the ground?

5.4 YOUR IMPACT:

Who are you helping? What positive **difference** will your business make?

5.5 YOUR DREAM TEAM *(OPTIONAL)*:

Introduce the **talented individuals** behind the scenes, if applicable.

6. OWNER'S BIOGRAPHY *(OPTIONAL)*

This section is your chance to **bring a personal touch** to your business plan. It's also a good way to establish your professional "introduction", the **visionary behind the magic**! Document your **unique journey and experiences** that shaped your passion for this business and how your **skills and expertise** equip you to make it a success. Feel free to **let your personality shine through**! ✨

6.1 YOUR SPARK:

Briefly describe **what sparked your passion** for this business idea and why you want to run your own business.

6.2 YOUR BACKGROUND:

Share **key experiences** that shaped your journey and equipped you with relevant skills.

6.3 YOUR EXPERTISE:

Highlight **your skills and qualifications** that make you well-suited to lead this business.

6.4 YOUR VISION:

Share your **vision for the future of your business** and your personal aspirations, including training courses you want to complete.

7. PRODUCTS AND SERVICES

This section is all about **shining a light** on the **products or services** that make your business unique and valuable to your customers.

Whether you're whipping up delicious treats, crafting beautiful creations, or offering expert services, **this is your chance to explain** what you do in a **clear, concise, and engaging way**. If you think it's going to help, add in pictures.

Don't forget to add in what makes your offerings unique – i.e. what sets you apart from others.

7.1 YOUR STAR PRODUCT/SERVICE:

This is your **hero offering**, the one that truly captures the essence of your business.

7.2 EXPAND ON YOUR OFFERINGS *(OPTIONAL)*:

Do you have other products or services in the works? Different product lines or service packages? Briefly describe them and explain why they're **unique and valuable**.

7.3 EXPLAIN YOUR LAUNCH PLAN *(OPTIONAL)*:

If you're not starting with everything at once, that's perfectly okay! Briefly explain why and when you plan to **introduce additional products or services** to your growing business.

8. THE MARKET

This section is all about **getting to know the wonderful people** you'll be serving with your business. Think of it as your **customer spotlight**!

Remember, your **customers are the heart of your business**. By understanding their needs and preferences, you can **tailor your offerings and marketing strategies** to truly **spark joy and make a difference** in their lives. ✨

8.1 WHO YOU'RE HELPING:

Are you catering to individuals, businesses, or both?

8.2 YOUR IDEAL CUSTOMER:

Describe your **dream customer** – their age, interests, needs, and wants.

8.3 THEIR LOCATION:

Where are your customers located? Local, online, or a mix?

8.4 THEIR NEEDS AND DESIRES:

What motivates them to buy your product or service? What problem does it solve for them?

8.5 THEIR DECITION-MAKING FACTORS:

What factors influence their choices when buying something similar to yours?

8.6 EXSITING CUSTOMER BASE *(OPTIONAL)*:

Have you already started serving customers? Share their experiences and feedback.

8.7 FUTURE CUSTOMERS:

Do you have a waiting list or pre-orders? Share your excitement about connecting with them!

9. MARKET RESEARCH

This section is where you become a **market detective**, gathering valuable information about your **ideal customers and the landscape** you'll be operating in.

Remember, thorough **market research** helps you **make informed decisions** about your business strategy. The more you understand your market, the better equipped you are to **craft offerings that resonate** with your **ideal customers** and **achieve success**! ✨

Here, you can explore different **research methods** like:

9.1 DESK RESEARCH:

Stuff like **browsing through libraries and websites**, gathering existing data and insights about your target market and industry. Document the key insights like industry reports and market data.

9.2 CUSTOMER QUESTIONNAIRES (*OPTIONAL*):

If you've conducted customer surveys, share **key takeaways** about their preferences and challenges.

9.3 TEST TRADING (*OPTIONAL*):

Did you do any **test runs or trials** with potential customers? Share the **valuable learnings** you gained.

10.MARKETING STRATEGY

This section is all about crafting your **marketing magic** to **attract amazing customers** and **spark excitement** about your business. If you have a budget in mind, you can mention it here. Remember, there are **creative and cost-effective ways** to market your business, so don't feel discouraged.

Remember, a **strategic and creative** marketing approach is key to **attracting customers and building a thriving business**. It's **all about building relationships** and **connecting with your audience** on a personal level. Choose methods that **align with your brand** and allow you to **share your story** authentically.

10.1 YOUR MARKETING GOALS:

What do you want to **achieve** with your marketing efforts? Is it increasing brand awareness, driving website traffic, or generating sales? Who will be responsible for **spreading the word** about your business?

10.2 YOUR MARKETING PLAN:

Describe the **channels/platforms** you'll use to reach your audience, like a website, social media, email marketing, or even local events.

- **Social media marketing:** Connect and engage with your audience on platforms like Facebook, Instagram, or TikTok. Does your company need a company page on LinkedIn for professional networking?
- **Email marketing:** Build an email list and share valuable content and updates.
- **Content marketing:** Create blogs, articles, or videos that showcase your expertise and solve your customers' problems.
- **Networking:** Attend events and connect with other businesses and potential customers.
- **Collaborations:** Partner with local businesses or participate in community events to gain visibility.

10.3 YOUR KEY MESSAGES:

What **unique selling points** will you emphasize to **captivate your customers** and **convey the value** you offer?

10.4 YOUR SALES APPROACH (*OPTIONAL*):

If you'll be making direct sales, explain your strategy and outline any sales team details. Direct sales, partnerships, or something else?

11.COMPETITOR ANALYSIS

Every business has **amazing strengths and unique offerings**, but it's always helpful to take a peek at **what others are doing** in your space. This section is all about **getting to know your competitors** and **discovering how you can stand out** in the crowd.

Remember, **competition is healthy** and can inspire you to **continuously improve**.

Here are some things to keep in mind when researching your competition:

- **Focus on the big picture:** Don't get bogged down in every detail.
- **Be respectful and professional:** Remember, your competitors are not your enemies.
- **Focus on learning, not copying:** Use the information you gather to **improve your own business**, not to copy theirs.
- Remember, the **more you understand your "business landscape,"** the better equipped you are to **navigate towards success**! ✨

11.1 MEET THE COMPETITION:

Briefly introduce 2-3 of your **main competitors (names, locations, and offerings)**.

11.2 THEIR STRENGTHS AND WEAKNESSES:

What are their **greatest assets**? What do they do well or not so well?

11.3 YOUR SECRET SAUCE:

What makes **your business unique** and **different from the rest**? What special value do you offer?

11.4 OPTIONAL EXTRAS:

You can delve deeper with a **SWOT analysis** to assess your business's **strengths, and weaknesses (internal), and opportunities and threats (external)**. It’s good to do this annually, and describe how the businesses strengths can maximize opportunities and minimize threats, and how its weaknesses can slow the company down, exposing it to threats.

Strengths	Weaknesses	Opportunities	Threats
Advantage	Disadvantages	Areas to improve	Economy movement
Capabilities	Gap in capabilities	New segments	Obstacles faced
Assets, people	Cash Flow	Industry trends	Competitor actions
Experience	Suppliers	New products	Political impacts
Financial reserves	Experience	New innovations	Environmental effects
Value proposition	Areas to improve	Key partnership	Loss of key staff
Price, value, quality	Causes of lose sales		Market demand

12.OPERATIONS AND LOGISTICS

This section is all about taking a peek at the **inner workings** of your business – the **nuts and bolts** that make your amazing offerings come to life! **Remember:** This section is about **providing a general overview**, not getting into intricate details. Just focus on the essentials.

12.1 PRODUCTION:

How will you **create your products** or **deliver your services**?

12.2 DELIVERY:

How will you **get your offerings to your customers**?

12.3 PAYMENTS:

What **payment methods** will you accept, and what are your **terms**?

12.4 SUPPLIERS:

Who are your **trusted partners** and **key suppliers** that provide you with the **resources you need**?

12.5 PREMISES AND EQUIPMENT:

Where will you operate from (physical or only online), and what **tools and equipment** will you need?

12.6 TRANSPORT:

Do you **need a vehicle** or other means of transport?

12.7 LEGAL AND INSURANCE:

What **licenses and insurance** do you require?

12.8 MANAGEMENT AND STAFF:

Who will be responsible for **running the show**, and what **skills** will they need?

13.COSTS AND PRICING STRATEGY

Let's talk money, honey. This section is all about understanding the **financial side of things** – the **costs involved** in running your business and your **pricing strategy**. Pricing is a delicate balancing act! You want to **cover your costs** and make a **profit**, but also **offer a competitive price** that attracts customers.

Remember, this isn't about getting bogged down in complex calculations – it's about **understanding your basic costs,** but also what your **ideal customers are willing to pay** and the **value** you offer.

Here, you can explore:

- **Costs:** What are the **expenses** associated with creating and delivering your product or service?
- **Pricing:** How much will you **charge your customers**?
- **Profit:** How much **profit** will you make after your costs are covered?

13.1 LIST YOUR PRODUCT OR SERVICE:

This is your **star of the show!** ✨

13.2 COST BREAKDOWN:

List the **ingredients or resources** needed to bring your offering to life. (Think of it like your **recipe**!)

13.3 TOTAL COST:

Add up all the **individual costs** to understand your **overall investment**.

13.4 PRICE PER UNIT:

Divide the **total cost** by the **number of units** you'll sell to determine your **price per unit**.

13.5 PROFIT MARGIN:

This shows the **difference between your cost and selling price**. It can be expressed as a **number (£)** or a **percentage (%)**.

13.6 MARK-UP *(OPTIONAL)*:

You can also include your **mark-up**, which is the **percentage difference** between your **cost price** and your **selling price**.

14.FINANCIAL FORECASTS

Now, let's get **future-focused** and peek into the **financial side of things,** and **estimate** your business's **financial performance** in the coming months or years. Don't worry about being exact. It's more about **gaining a general understanding** of your **potential income and expenses**.

Top Tip! **Be realistic with your estimates.** Don't overestimate your sales or underestimate your costs.

Remember: This is just a starting point! You can adjust these sections to fit your specific business needs and add any additional information you feel is helpful. ✨

14.1 SALES AND COSTS FORECAST:

Use this table to show your **projected sales** and **costs** for a year, month by month.

MONTH	SALES FORECAST (PRODUCT A)	SALES FORECAST (PRODUCT B)	COSTS FORECAST
1 [Insert Month]			
2 [Insert Month]			
3 [Insert Month]			
4 [Insert Month]			
5 [Insert Month]			
6 [Insert Month]			
7 [Insert Month]			
8 [Insert Month]			
9 [Insert Month]			
10 [Insert Month]			
11 [Insert Month]			
12 [Insert Month]			

ASSUMPTIONS
e.g. Seasonal trends

14.2 PERSONAL SURVIVAL BUDGET:

This is **optional**, but it can help you understand your **personal living expenses** and how they might affect your business needs.

COSTS/INCOME	ITEM	MONTHLY COST
ESTIMATED COSTS	Mortgage/rent	£
	Council tax	£
	Gas, electricity & oil	£
	Water rates	£
	Insurance (personal & property)	£
	Clothing	£
	Food & housekeeping	£
	Phone	£
	Hire charges (TV, DVD etc.)	£
	Subscriptions (clubs, mags etc.)	£
	Entertainment (meals & drinks)	£
	Car (tax, insurance, service, etc.)	£
	Children (expenses & gifts)	£
	Debt (credit card, loan & other)	£
	National Insurance	£
	Other	£
TOTAL COSTS		**£**
ESTIMATED INCOME	Income from family/partner	£
	Part time job	£
	Working tax credit	£
	Child benefits	£
	Other benefits	£
	Other	£
TOTAL INCOME		**£**
TOTAL SURVIVAL INCOME REQUIRED (£)		**£**

14.3 CASH FLOW FORECAST:

Use this table to show the money coming in (sales) and the money going out (expenses) each month. This helps you see if you'll have enough cash on hand to run your business smoothly.

MONTH	Pre-Start	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
Month name														
Money in (£)														
Finding: grants / sponsorship														
Funding: other sources														
Own funds														
Incomes from Sales														
TOTAL MONEY IN (£)														
Money out (£)														
Loan repayments														
Personal drawings														
TOTAL MONEY OUT (£)														
BALANCE (£)														
Opening Balance														
Closing Balance														

14.4 COSTS TABLE:

This is a **detailed breakdown** of your **one-time and monthly costs**, helping you understand where your money goes.

COST ITEM	WHAT'S INCLUDED AND WORKINGS OUT	TOTAL COST
		£
		£
		£

15.BACK-UP PLAN

Got a rainy day plan? ☔

Even the sunniest days can have unexpected showers, and it's always good to be prepared! This section is all about your **backup plan**, your **rainy day strategy** to help you navigate any unexpected challenges that might come your way.

By having a **well-thought-out backup plan**, you can approach any challenges with **confidence and a positive mindset**. It's not about assuming the worst. It's about being prepared and adaptable.

Remember, even the most successful businesses face obstacles – It's how you **deal with them** with creativity and resilience that truly matters! ✨

Here are some key things to consider:

15.1 SHORT-TERM PLAN:

- What are some **immediate actions** you can take if you face a **temporary setback**, like a shortage of supplies, supplier delay, or a drop in sales?
- How can you adjust your marketing or source materials to overcome temporary hurdles?

15.2 LONG-TERM PLAN:

- What if you encounter a **major obstacle**, like a change in the market or a new competitor?
- Can you **expand your product offerings** or **target a new market** to adapt to changing circumstances?

15.3 PLAN B AND C AND…:

What are your **alternative options** if things don't go exactly as planned?
Do you have **alternative income sources** or **partnerships** you can explore if needed?

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