



DEW-GOSLING COACHING

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XXX Business Plan

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- 1.2 Brief summary of business history
- 1.3 Key financial highlights
- 1.4 Brief summary of long term business objectives
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9.0 CONFIDENTIAL (For private use only) –

- 9.1 What is the dream? Does this business take you there or in that direction?
- 9.2 What is the long-term plan? Will you be running this business in 10 or 20 years?
- 9.3 What does this lifestyle look like in day to day practical reality?
- 9.4 SWOT Analysis of the business offering
- 9.5 SWOT analysis – Personal life impact assessment

Tips...

High level planning

There are two fundamental ways to approach building a business plan at a high level

- Present basis - Where am I now and if I grow from here where do I think the business can get to?
 - Upside - Likely to be realistic
 - Downside – Can lack ambition and stifle creativity in the planning phase
- Destination basis – Where do I want the business to look like in 3 or 5 years-time and what is my plan to get there?
 - Upside – Improved visualisation of the future potential
 - Downside - May result in unrealistic and unachievable ambitions

Tips for a professional business plan

- Include pictures and graphs
- Quantify written points with frequent reference to the costs and revenue impact
- Short and to the point is often better than big and long. It demonstrates “Cleaner thinking”
- Cherry pick the headings in this template. Use the ones that work best for your business.

How do I start?

Having reviewed and written hundreds of business plans and budgets I don't believe it is possible to build a finished model at your first run through. Creating a budget/forecast and business plan is an iterative process. Your thinking will evolve.

My suggested approach is -

Start with the numbers - Budget/Forecast - Build an initial Sales forecast

Then create your first draft written Business plan – Create your business plan focusing on your sales products, sales competition, sales markets and sales methods thinking through how you are going to achieve your forecast sales

Then go back to your budget/forecast and amend your sales forecast numbers, if you need to, and then build your cost of sales and overheads based on that level of business

Iterate your figures and develop the rest of the business plan words from there



How can Dewgosling Coaching help me further?

I have created and reviewed hundreds of business plans in a great many business sectors. I provide different levels of services to help both established businesses and start-ups.

If you have any questions on how to use the template please call me for a free of charge conversation to explain further. I can be contacted on 07872 307516 or neil@dewgosling.com

Kind regards
Neil Dew-Gosling
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1.0 Executive Summary