EASY.OFFICE

GIBRALTAR

FLEXIBLE WORKSPACE & BUSINESS SOLUTIONS

BUSINESS PLAN TEMPLATE

FOR ETB REGISTRATION



Complete this template to provide the information generally required by the Employment & Training Board (ETB).

1 BUSINESS INFORMATION

Business Name	
Owner(s) / Contact Name	
Business Structure	☐ Sole Trader ☐ Business Name ☐ Partnership ☐ Limited Company
Trading Address	
Business Activity / Description	
Proposed Start Date	DD / MM / YYYY

2 BUSINESS OVERVIEW

Please provide a brief overview of your business, what you do, the products or services you will offer and why you are starting this business.

3 TARGET CUSTOMERS

Who are your target customers? (Tick all that apply)

☐ Local Residents ☐ Businesses ☐ Tourists ☐ Online Customers

☐ Government ☐ Other _____

Please describe your ideal customer and how you will meet their needs.

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4 MARKETING & PROMOTION

How do you plan to attract and reach your customers? (Tick all that apply)

☐ Website ☐ Social Media ☐ Google / Online Search ☐ Referrals ☐ Walk-ins

☐ Advertising ☐ Networking ☐ Other _____

Please describe your marketing approach.

5 DAILY OPERATIONS

Explain how your business will operate on a day-to-day basis.
Include opening hours, location, equipment required, suppliers and any other relevant details.

6 EMPLOYEES

Will you employ staff?

☐ Yes ☐ No

If Yes, please provide the following:

Number of Employees _____

Positions / Roles _____

Expected Recruitment Date DD / MM / YYYY

7 FINANCIAL OVERVIEW

Provide a basic overview of your expected finances.

Description	Amount (£)
Estimated Start-up Costs	
Expected Monthly Income	
Expected Monthly Expenses	
Funding Source	

8 BUSINESS GOALS

What do you hope to achieve during your first 12 months of trading?

DECLARATION

I confirm that the information contained in this Business Plan is accurate to the best of my knowledge.

Signature _____

Date DD / MM / YYYY

This template has been prepared by Easy.Office Gibraltar as a guide for ETB registration.
Additional information may be requested depending on the nature of your business.