



The Business Start Up Coach  
*Your business journey starts here*

# How To CREATE A BUSINESS PLAN for any new business

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## What This Training Contains

- Why do you need a business plan?
- Identifying your mission statement, vision and values
- Your brand identity
- Clarifying your business proposal
- Product and customer research
- Market research and SWOT analysis
- People
- Marketing strategy
- Create a financial forecast
- Establish your delivery plan

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*Chris*

# WHY DO YOU NEED A PLAN?

If you want to build and launch a successful business it's important to follow a plan

Some of the benefits of creating a business plan are:

- Creates progress and momentum
- Ensures clarity & direction & gets you started
- Forecasts costs, sales, business benefits, profit and ROI while assessing risks

Your business plan is a working document, however, through laying out your business plans at the start it enables you to get 'under the hood' of your business idea and bring it to life

No experience? No problem! This has been designed for beginners and will help provide a solid foundation for your first business plan

This workbook will cover each section of a business plan in simple detail and make it easy for you to create your own



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# MISSION STATEMENT, VISION & VALUES

Your mission statement showcases your business purpose and:

- Helps people understand why you exist
- Differentiates you from your competitors
- Defines your brand & your ultimate goal

Some examples of well know company mission statements

- Starbucks - “with every cup, with every conversation, with every community - we nurture the limitless possibilities of human connection”
- Coke - “To refresh the world and make a difference”
- Mcdonalds - “Make delicious feel-good moments easy for everyone”
- Microsoft - “To enable people and businesses throughout the world to realise their full potential “



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# WHAT IS YOUR MISSION?

Your mission statement should resonate with you, your customer & your employees

Ask yourself these questions, think through the answers and write them down

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- What is my business purpose?
  - Who do we serve?
  - How do we impact peoples lives?
  - What is the big outcome I desire for the business & the world
  - What is the big goal & what is my reason for existing over & above my product or service

Use the answers to define your mission

# VISION & VALUES

**Your vision statement clearly states your ambition and the long term goal for what you want the business to become & achieve**

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**Your values are your business principles and ethics. It provides guidance on how the business and it's employees should act and how they should behave**

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**Your vision and values help support a clear brand identity for your business**



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# YOUR BRAND IDENTITY

**Your brand identity differentiates you as a business and brings your brand to life**

**Colours - choose your brand colours & be consistent in applying them to ensure customers recognise you and your brand**

**Explore colour palattes in canva - <https://www.canva.com/learn/choose-right-colors-brand/>**

**Choose design elements, your logo, utilise the same fonts for headings, body and copy**

**Use consistent imagery, photography and video**

**Brand story - what is your unique and compelling narrative?**

**Tone of voice - how do you communicate through your messaging, content and copy? Choose the TOV you want to apply? Ex: Are you fun & light hearted, bold & rebellious?**



# YOUR BUSINESS PROPOSAL

Here is the part where you describe your business and grab peoples attention if looking for investment or partners

This is your 'pitch' and works whether you want investment or just to clarify the idea in your own head. Think of these questions:

What do you do?

What problem do you solve?

Who do you serve?

What is your offering ?

What is the potential success?

Keep it clear, concise and easy to digest. You will go into further detail in the next pages

The purpose of this section is to describe your business in an easy to digest format. You want to 'get it'

Make it interesting

# PRODUCT & CUSTOMER

Do you have a clear idea of who your customers are?

Is it consumers or businesses? If it's businesses who will you be targeting in the business?

If it's consumers, who are your ideal clients? What problem does your product or service solve or how does it help them either avoid pain or create pleasure (we are driven by these factors)

Why will people want to purchase from your business?

Describe your audience: demographic, location, groups, interests, profession, hopes and frustrations etc. You could create customer personas to bring them to life.

What is your unique selling point (USP)? How does it differentiate your product & make it stand out vs your competitors? Everyone is fighting for attention, how will you get it?

The more comprehensive you are the more comprehensive your business plan will be

# MARKET RESEARCH & SWOT

**This is where you delve deep into your potential market & your target customers purchasing behaviour**

**Analyse your future competitors.**

**What is out there at the moment aimed at your target market? How much do people pay for this?**

**How many customers need your product or service and where is there attention?**

**What is your customer demographic? Why do they need your product? What is their financial situation and buying power?**

**What is the demand for your product or service?**

**What is in the market at the moment vs what you are offering?**

**Create a business where there is need and demand - many have failed with products/services people didn't want or need**

# SWOT

A SWOT analysis is used by businesses to identify

- Strengths
- Weaknesses
- Opportunities
- Threats

They can then be presented in a table format

It helps you to assess your business, take a proactive approach to its future and shape your strategy

It can be used as a quick tool or as a comprehensive review into your business

Strengths and weaknesses are internal factors while opportunities and threats are external

This helps you identify what is working well, what positive factors to concentrate on and potential problems or risks that need to be mitigated



# PEOPLE

**Who will work in the business? Will you require staff or will you outsource elements? i.e social media management, content creation, maybe a VA?**

**The goal is to become a business owner working on the business, not a business operator stuck working in it - that way you just have a job with way more responsibilities!**

**Forecast what you need, what you want to do and what support you need**

**What skills and experience do you need in the business to be successful? What skills and experience do you bring?**

**How will you attract and retain the right people?**

**How will you develop your people and ensure they live and breath your vision and values?**

**Detail how you and your people will be a benefit to the business and vital to its continued success**

# MARKETING

**The key is to find where your audiences attention is focused and create a strategy to get in front of them & engage/build visibility & trust. Then generate leads and sales through your strategy.**

## **Examples**

**Social media - create engaging content that attracts your ideal customers (thats why we analysed them earlier)**

**Paid ads - are customers actively searching for your product on google. Use keyword analysis & test different ad variations**

**Lead Gen - what can you offer customers to deliver additional value or suprise and delight in exchange for an email address? Your email list is yours, remember that. It isn't at the mercy of social media algorithms & changes.**

**Email automation - set up email sequences and automation to drop in emails & deliver value, engagement and then sales through email marketing**

# FINANCIAL FORECAST

**This is important as it details how the business will be successful financially**

**What are your costs? How much will it cost to serve your customers? Build your product?**

**What are your ongoing costs? For example, if you have a bricks and mortar store - rent, wages, business rates, tax, VAT, energy, etc**

**Online - website hosting charge, stanstore, email marketing costs, maybe a social media manager, etc**

**What price will you charge and what is your profit margin %?**

**What is your business break even point? i.e what do you need to bring in to cover your costs.**

**What will your revenue, gross and net profit be based on forecasted sales?**

**I work with clients to detail a financial forecast that looks at low, medium and high case scenarios to give a view of different potential outcomes and ensures they are profitable regardless**

# DELIVERY PLAN

**Here is where you outline your plan to launch post build**

**Include an online marketing plan across digital and traditional methods for your launch**

**Do you have a pre launch marketing strategy locked in and ready?**

**How will you reach your potential customers? Back to marketing....**

**Include a high level sales strategy. To grow you need to focus on how you will increase first time buyers, drive upsells and increase return customers**

**Sales are the lifeblood of any business. For any business to grow it needs sales. Marketing will bring in the initial sales, customer service and customer experience will keep them coming back as long as your product and service is high standard**

# RISK ASSESSMENT

**Here is where you look at potential risks to your business model**

**What potential risks and issues could arise that may impact your business? Economic, social, political, etc**

**If your business is based on instagram what happens if they close your account or change the algorithm**

**If you are planning a restaurant what happens if interests rates & energy costs spike & squeeze your margins and footfall?**

**Most importantly, how will you mitigate these risks in your plans?**

**List the potential risks and then describe what you will have in place to either stop them from happening or reduce the impact to your business**

**There are always potential risks. How you handle them is what matters.**



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# SUMMARY

**Now it is time to create your plan BUT.....**

**A plan is nothing without action.**

**There is no point spending time creating the plan and then not acting on it**

**A dream without action is simply a wish!**

**At the Business Start Up Coach, our mission is to make business accessible to all**

**We work with ambitious people to make their business dream a reality while helping them to create a life filled with fulfilment through business**

**Learn more ways we can help -**

**[CLICK HERE](#)**

**Thanks and best wishes with your business**

**Chris**



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