

Choose your plan	Standard	Comprehensive	Ultimate
Word document	10 Pages	30 Pages	30 Pages
Excel spreadsheet (cashflow projections)	One year	Three years	Five years
Executive Summary	✓	✓	✓
Business data summary page	✓	✓	✓
Business objectives	✓	✓	✓
Organisation staffing and structure	✓	✓	✓
Products and pricing	✓	✓	✓
Vision statement, Mission statement and values	✗	✓	✓
Marketing objectives	✗	✓	✓
Business strategy	✗	Summary	Detailed
Market research (customer demographics, industry analysis, current trends, likely demand, competitors)	Topline	Detailed	Detailed
Business action plan	Launch only	Three Years	Five Years
Staff recruitment and training plan	✗	Summary	Detailed
Sales strategy	✗	Summary	Detailed
Full year marketing and PR plan tailored to the business	✗	✓	✓
Customer analysis, SWOT analysis, Political, Environment, Social and Technological (PEST) report	✗	✓	✓
Financial growth summary page	✗	Three years	Five years
Risk assessment	✗	✓	✓
Operational framework of the business	✗	✓	✓
Environmental compliance plan	✗	✓	✓
Human resources strategy to maximise staff skills, productivity and retention	✗	✓	✓
Future opportunities page to highlight strongest areas for potential future growth	✗	✓	✓
Robust discussion with you regarding the business plan	✗	✓	✓
PowerPoint presentation (investor presentation)	✗	✗	10 -15 slides