# Business Plan Template

***This guide will help you outline your business ideas clearly and professionally.***  
Use this template as a starting point, adapt it to fit your style, goals and vision.

## 1. Executive Summary

Write a short overview of your business idea highlighting key points, who it's for and what makes it special. *It’s sometimes helpful to write this last, summarising everything below.*

## 2. Mission & Vision

Summarise why your business exists and the long-term vision you're working towards. Include its legal structure (LTD, Sole Trader etc.), ownership detail and company history (if any).  
*E.g. (Company name) exists to (what are you doing for your customer/ how). Our vision is to become a market leader in the UK. Legally the Company will be a Sole Trader until growth supports the transition into a Limited company. The company began trading on (DD/MM/YYYY).*

## 3. Ideal Customer

Define your target audience: include demographics, interests, pain points and where they are active online. *Put yourself in the customer’s shoes – who are you? List as much information as possible.*

## 4. Products or Services

List what you offer and how each product or service adds value to your customer. What are your products Unique Selling Points? Include any pricing, packaging and distribution details. *Detail all your products and services and include as much information as possible. If you have product images or specifications include them here.*

## 5. Market Research Snapshot

Analyse your market. Include notes about your industry, competitors, market trends and your competitive advantages. *Are you in manufacturing, healthcare, distribution etc.? What’s happening in your market- is it growing? Is it consistent or does it peak at certain times of the year i.e. chocolate at Christmas and Easter?* If you have market data include it here. How are your products better than the competition?

## 6. Marketing Strategy

Describe how you’ll promote your business. Which platforms, tactics and messaging will you use? Include a marketing mix template (e.g. 4Ps: Product, Price, Place, Promotion). *See our Marketing Plan Template for a full, detailed Marketing Plan.*

## 7. Revenue Streams

Write a detailed financial projection that includes all revenue streams. *How does your business generate income? Is it through recurring revenue (subscriptions, memberships), transaction-based revenue (sales of goods or services), service revenue (fees for professional services), project-based revenue (income from specific projects) and/ or ancillary revenue (income from non-core activities).*

## 8. Goals & Milestones

Set 3–5 short- and long-term business goals. Ensure they are SMART (Specific, Measurable, Achievable, Relevant and Time-bound). Be clear and ambitious. *E.g. (The business) will sell (x amount) of (product) by (date).*

## 9. Start-up Costs & Budget

Estimate your start-up expenses and monthly budget. Include any tools, subscriptions, marketing etc. *Have you paid for a domain? A website? Any upfront manufacturing costs? Storage? Distribution? Include it all. Plan a monthly budget for these expenses.*

## 10. Action Plan

Map out your top priorities for the next 30–90 days. What needs to happen first? *This step isn’t essential; however, it will help you be pro-active in planning the next step towards launching your business!*