

# Business Plan

Year of the business plan: from..... to.....

## Personal data

Full name of the start-up / partners.....

Address: .....

Educational qualification .....

Special training .....

Work experience .....

## 1. Business project profile

Business name .....

Business activity .....

Products and services .....

.....

Legal form of business project.....

Necessary administrative procedures.....

1.1 Location	
Item	Description
Strategic shop / workshop location	
Costs of premises	
Electricity / water	
Access of roads	

1.2 Facilities	
Item	Description
Availability of raw materials	
Appropriateness of equipment	
Transport and storage facilities	

1.3 Management and organisation	
Item	Description
Availability of bank account	
Availability of bookkeeping/accounting system	
Administrative procedures undertaken	
Administrative procedures to be undertaken	
Tax payment status/application	

<b>1.4 Risks and opportunities of the business project</b>	
<b>Strengths</b> (positive factors to be capitalised)	<b>Weaknesses</b> (negative factors to be eliminated)
<b>Opportunities</b> (to make use of them)	<b>Threats</b> (to avoid/consider them)

**2. Market study**

**Main customers and market segments:**.....  
 .....  
 .....

<b>Competitors</b>			
No.	Competitor	Main products	Price per unit

**Marketing strategy to win customers and overcome competitors:** .....  
 .....  
 .....

<b>List of suppliers</b>		
Suppliers	Products / equipment / working materials	Ranking of price - performance

### 3. Production plan

3.1 Projected production and sales				
No.	Item	Total quantity per year	Sales revenue per year	Capacity utilisation (%)
1				
2				
3				

3.2 Machinery / equipment requirement					
No	Item	Unit price	Total value	Maintenance costs	Source
1					
2					
3					
4					
<b>Total:</b>					

3.3 Raw material requirement				
No.	Item	Quantity	Total annual requirement	
			Value	Source
1				
2				
3				
<b>Total:</b>				

3.4 Utilities / Infrastructure				
No.	Item	Annual requirement	Total annual costs	Maintenance costs
1	Electricity			
2	Gas			
3	Water			
4	Rent			
5	Other			
<b>Total:</b>				

3.5 Labour requirements				
No.	Labour categories	No. of staff	Annual wages/ salaries	Further training required
1	Skilled			
2	Semi-skilled			
3	Unskilled			
4	Owner's salary			
<b>Total:</b>				

3.6 Administrative and selling costs
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No.	Item	Quantity	Amount
	<b>Total:</b>		

#### 4. Estimation of costs

<b>4.1 Fixed capital</b>				
No.	Item	Value		
		Initial	- Depreciation	= Actual
1	Land /building			
2	Machinery / equipment			
3	Furniture and fixtures			
	<b>Total:</b>			