

# Business Plan Services



## BUSINESS PLAN STRUCTURE

### 1. EXECUTIVE SUMMARY

- The section needs to read well in a positive yet realistic tone.
- It must not be too fragmented into subsections to impair overall readability and detract from the appropriate tone for the target reader type
- The length of summary should not exceed two pages, to include:-
  - One or two sentences to clearly and succinctly describe the client's activity
  - A brief description of the company's unique features.
  - Any relevant background details including, where relevant,
    - a. Details of when and why the company was formed.
    - b. Details of any IPR
    - c. A description of the marketing history of the product/service.
    - d. Outlines the company's annual sales, profits and overall performance to date.
  - A brief description of key management.
  - One or two sentences highlighting the size of the market and its growth potential
  - Details of the nature and proposed source of the company's funding requirement.

### 2. BACKGROUND

- Details of the business' background, where applicable, highlighting milestones in its development or performance.

### 3. THE BUSINESS

- A description of its activities, highlighting its competitive advantage
- Objectives
- Readiness for market
- Future activities

### 4. MANAGEMENT, ORGANISATION AND PERSONNEL

- This section needs to establish the credibility of the management team.
- List key management positions, outlining the primary job duties and responsibilities assigned to each position.
- Identify the individuals who are expected to fill each position and summarise each person's prior business experience and skills to illustrate how they are suitable for the relevant role
- Provide an explanation of how deficiencies /skills gap will be overcome.
- Identify the future management and personnel requirements to accommodate the business' growth
- Illustrate the business' existing structure in an Organisation Chart, showing anticipated changes/migrations within that diagram
- Explain the use of non-Execs, partners and sub contractors where appropriate

## 5. THE MARKETS

- Target customers – identify and quantify
- Market trends, size, segmentation, positioning

## 6. COMPETITION

- Competitive analysis

## 7. MARKETING

- Market strategy, pricing, promotional plans, selling channels
- Details of any test marketing

## 8. OPERATIONAL DETAILS

- Premises
- Materials and suppliers
- Equipment
- Staffing
- Transport and distribution
- Insurance and legal

## 9. FINANCIAL INFORMATION

- Overview
- Sales, profit and cashflow models
- Sensitivity analysis
- Notes on financial projections, assumptions
- Funding requirements – how much is needed, why, repayment/exit?

*Need help? Contact us to discuss your requirements.*

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