

BUSINESS PLAN

BUSINESS NAME:
BUSINESS ADDRESS:

BUSINESS SLOGAN:

Date Document Created:	
Document Version:	
Name of Document Creator:	

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DOCUMENT INSTRUCTIONS

- ***DON'T FORGET TO DISCARD THE GUIDANCE IN RED***
- *This Business Plan Template will take you through everything you need to write a professional plan with clear guidance on what to include in each section*
- *Use this to ensure investors fully understand and buy into your dream*

1. EXECUTIVE SUMMARY

This is a brief summary or introduction about your business (Write this at the end):

- *Is this an existing business or a start-up?*
- *If this is an existing business, then what are its key achievements so far?*
- *What problem does your business solve?*
- *What products or services does your business sell?*
- *Will your products or services change or grow overtime?*
- *What is your target market?*
- *What is your target industry?*
- *Who are your target customers?*
- *Will your target market, industry, or customers change overtime?*
- *What are your financial highlights?*

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2. BUSINESS DETAILS AND STRUCTURE

Business Name:

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Business Address:

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Website Address:

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Telephone Number:

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Business Structure & Legal Status: *(Sole Trader/ Proprietorship, Partnership, Private Limited Company, Public Limited Company)*

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3. OWNERSHIP AND PERSONNEL

Business owner name:

.....

Owner's position & responsibilities:

.....

Owners key skills, experience & training: *(What relevant work experience, qualifications, or educational training does the owner have? What are the owner's major business achievements?)*

.....

Owner's most recent salary:

.....

Management structure: *(How is the business managed? Are there shareholders, a board of directors, or silent partners? Is the business managed by the owners or hired managers? Who is in charge? Who makes the key leadership decisions? Are there different business units and departments?)*

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Other Key personnel including shareholders and directors

Personnel details:

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Personnel position & responsibilities:

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Personnel key skills, experience & training: *(What relevant work experience, qualifications, or educational training does the owner have? What are the owner's major business achievements?)*

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Personnel most recent salaries:

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