DEVELOPING A PLAN FOR BUSINESS

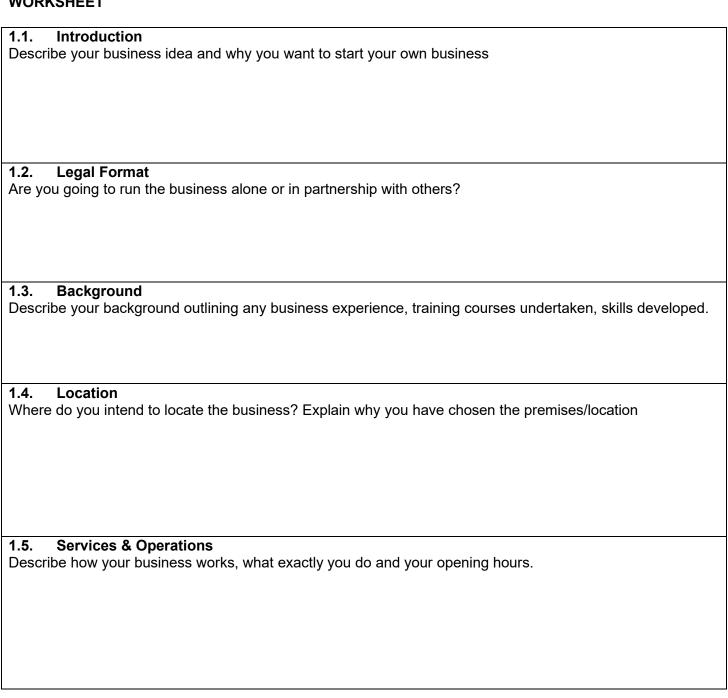
USING THE WORKSHEET

This worksheet is provided for you to use as a guideline to developing your plan.

Following this worksheet we will form a plan of your business direction. Once completed, the information can be put into a plan of action.

Use your own words and do not worry about spelling and grammar. Write as much as you want and try to be as concise as you can.

WORKSHEET



PART TWO

2.1 Target Market Who are your potential customers? 2.2 Market Trends Give information about the market you intend operating in – its size, make up, trends etc.

2.3 Competition

Who are your competitors and where are they located, say what you can about them, good and bad?

2.4 Unique Selling Point

How do you intend to be better than your competitors? Why will people buy from you rather than them?

2.5 SWOT Analysis

Answer in short bullet points

Strengths

What do you consider to be your personal and the businesses main strengths?

Weaknesses

Can you identify any weaknesses, if so how will you overcome them?

Opportunities

Can you identify any opportunities that your business can take advantage of?

There is a lot of wholesale closures and there seems to be a comft zone with the wholesalers **Threats**

Do you see any threats to the business, if so how can they be overcome?

PART THREE

3.1 Pricing Policy

What are you charging for your products/services, how have you arrived at those prices, what is the competition charging?

3.2 Promotion
Describe how you are going to promote your business and how much will it cost?
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3.3 People Planning Will you need to employ staff, what will they do, what skills will they need.
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3.4 Long Term Plans
Describe any plans or ideas you may have in the longer term to develop your business
3.5 Legal Issues
What legal requirements need to be met eg. CRB checks, public and / or indemnity insurances

PART FOUR

4.1 Equipment, Fixtures & FittingsMake a list of all the equipment, f & f's that you need to start your business, their cost and where you would buy them from. Make a list of equipment you already own and its approximate current value.

4.2 Revenue Costs Detail other start up costs such as advertising and advance rent.
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4.3 Premises Does your business need trading premises, at what cost and if leasehold on what terms?
4.4 Survival Budget
Show how much you need to withdraw from the business to live on (see attached)
PART FIVE

How much does your product cost to make, or if providing a service, what are the direct costs in carrying out your service? Where do you purchase supplies from and why there?

5.1 Cost Of Sales

5.2 Estimate Likely Sales

What are your anticipated sales, month by month, in the first year and how have you arrived at this?
5.2 Dunning Coats
5.3 Running Costs What are your everyday running costs – rent, telephones, insurances, wages, heat & light etc?
5.4 Funding
How much money can you put in to starting the business and how do you intend raising any shortfall?
6. Changing your life Can you explain what impact running your own business will have on you, your confidence and lifestyle?