**Writing Frame for Short Business Plan**

Each section must show your own research and be written in full sentences.

You can use – Maps

Pictures

Research facts

Tables

Screen shots

Bullet points

These will help to display your data/information. It should look professional as it would be handed to a bank manager for investment.

Spelling and grammar are important too!

**SECTION 1**

**Introduction -** Explain your business idea, what you are selling and why

Type of ownership (sole trader) and why

Create a logo for your business and its name

Give 3 objectives for your business

* the competition

**Location -** Where will your business be?

Find out some facts about the area

Why is it important to get the location correct?

Which factors of location have you thought about?

**Market Research -** What competitors are in the area?

Include a questionnaire with results which helps you with your business

Who is your target market? Create a **customer profile** based on research.

SWOT

**Marketing -** Explain the marketing mix for your business

how the product/service will be marketed

What promotions will you do?

What advertising will you do?

Create a promotional leaflet or poster to advertise your business

**Finance -** How much will your product cost to make?

What are your running and start up costs?

How much profits will you make?

resources that will be needed

* + - * + equipment,
        + skills and expertise

**Human Resources -** How many jobs do you need in your business?

List the job titles and what skills are needed to do it

What training will your staff need?

**Legal issues -**

Any legal aspects that need to be considered

**Help and advice –**

Where you can get advice

**Stakeholders -**

Who will be your stakeholders and what will be their interest**.**

**The future** - Where will you business be in 1 year?

Where will your business be in 5 years?