

BUSINESS PLAN TEMPLATE - SERVICES

COVER SHEET (This highlights how you can be contacted. Ensure that telephone numbers and email addresses listed are operational.)

1. Identify the Business
2. Identify location, phone number, or where the principals can be reached.
3. Who the plan is to be submitted to.
4. Plan submitted by whom.

PURPOSE OF FUNDING (if funding is required)

1. Who is asking for the funds
2. What is the business structure (i.e.) sole proprietorship, partnership, corporation, Limited Liability Company)
3. How much fund is being requested
4. What is the money for
5. How will the funds benefit the business
6. Why does the loan or investment seem right
7. How will the funds be repaid

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PART 1 - THE BUSINESS

EXECUTIVE SUMMARY (This section should be completed after the business plan – it is a ONE page summary.)

- type of business
- location
- Status (startup, expansion, etc.)
- form of business (sole proprietorship, partnership, corporation)
- what will the business be engaged in
- who will benefit and how
- present involvement
- who are its customers
- management team
- objective
- mission
- relevant licenses

VISION - where you want your business to be - the future of the business. What the business wants to become.

MISSION/PURPOSE - usually in 30 words or fewer, explaining the reason for being and the guiding principles of the business - what the business is presently engaged in. What the business “DOES”.

BUSINESS PHILOSOPHY - What is important to you in business?

HISTORICAL BACKGROUND (This is an introduction to the company and the reader’s first impression, so it should cover the following briefly and informatively.)

1. Type of business (manufacturing)
2. What will be manufactured
3. Location
4. Status of business (startup, expansion, development etc)
5. Form of business (sole proprietorship, partnership, corporation)
6. Why will the business be profitable
7. When do you plan to start the business
8. How will the business operate (working time)
9. Why will the business be successful (competitive edge)
10. What is your experience in the business
11. Was a market study done (If so, what were the major findings)
12. Are there any managerial or technical training (If so, state the frequency and number of trainings)
13. Who will benefit and how
14. Agreements with suppliers and distributors

MARKET RESEARCH (It is advisable to do some market research before you begin the marketing plan.)

No matter how good your service offering, the business venture cannot succeed without effective marketing. And this begins with careful, logical research. You need to do some market research to make sure you are on the right path.

THE TARGET MARKET (Describe your customer profile and why customers will want or need your service.)

1. Who is the market – who do you intend to sell to Your CUSTOMERS
2. What is the present size of the market
3. Are your markets growing, steady, declining
4. Segment the target market (demographic, attitudes, behavior, geographic)
5. What percent of the market will you have
6. What is the market's growth potential
7. As the market grows, does your share decrease

MARKETING PLAN (Describe the overall marketing and sales strategy and how you plan to get and retain customers - be as specific as possible; give statistics, numbers, and sources.)

1. 4P – Product (Service Offering), Price, Promotion, Place
2. How will you satisfy your market (Service offering)
3. How will you attract, hold, increase your market share (TV ads, radio, advertising, internet, word of mouth)
4. How will you expand your market
5. What is your pricing strategy (competitive, below competition, above competition)
6. Will you network with other companies in the sector
7. How will you differentiate from your competition
8. How will you build loyalty
9. Provide samples and/or testing to prospective customers

COMPETITION (This section should include a realistic assessment of your strengths and weaknesses compared to your competitors.)

1. Who are your five nearest direct competitors
2. Who are your indirect competitors
3. Status of their business: steady, increasing, decreasing, and why
4. What are their strengths and weaknesses (do a SWOT analysis – this should be a grid identifying your Strengths, Weaknesses, Opportunities, and Threats – describe how you will take advantage of the strengths and opportunities and counter the weaknesses and threats)

5. How will your service offering be better than theirs
6. What makes your service unique
7. Do a comparative analysis between your business and the competition

SERVICE DESCRIPTION

1. Describe the service that will be offered to your customers (features, functions, performance, quality levels, affordability etc) Include sales literature i.e. brochures, pamphlets, flyers, etc.
2. How will they benefit from the service
3. Channels of distributions - what channels will be used and how do you intend to deliver the service (self, employees, alliance, in-house, on-line)
4. Fulfillment – skills available, guarantees, after-sale service and support, what gives you a competitive edge
5. Technology – what make the service competitive, future plans for research and development
6. Future Services – will you offer additional services (timeframe)

LOCATION (Think carefully about what you want and need in a location. Does it benefit the customer?)

1. Business address
2. Physical features of building
3. Lease, Own , Rent (terms and conditions of lease/rent)
4. Identify renovations and cost
5. What other businesses are in the area
6. What effect does the location have on operating cost
7. Is your location important to your customers? If yes, how?
8. If customers come to your place of business: Is it convenient? Parking? Interior spaces? Not out of the way?
9. Is it consistent with your image?
10. Is it what customers want and expect?

MANAGEMENT - ORGANIZATIONAL STRUCTURE

1. Who will manage the business on a day-to-day basis?
2. What experience does that person bring to the business?
3. What special or distinctive competencies do they possess?
4. Is there a plan for continuation of the business if this person is lost or injured?
5. Prepare an organizational chart that shows the structure of the business operation, include job titles of management and Job description
6. What resources are available to the business (eg. consultants, legal, accounting)

PERSONNEL (Describe the work experiences, skills, and /or knowledge that would contribute to the business. Are they available now? If not, what is required to get them?)

1. What are the personnel needs at start-up, and over a period of one to three years
2. What skills are required
3. What skills are available
4. Employment - full-time or part-time
5. Salary or wages
6. Fringe benefits (insurance, bonuses, etc.)
7. Overtime

PART 11 – FINANCIAL DATA

SALES FORECAST (Your targets should be realistic, achievable, and sufficient to make a profit.) The forecast should be based on the marketing strategies that you described, your market research, and industry data, if available. It should include cost of goods sold (service offered), expenses, and profit month-by-month for one year.

1. What do you think your sales will be over one year (cost of service offered).
2. What is the cost throughout that period (expenses)
3. Estimate your expected profit

FINANCIAL PROJECTIONS

1. **Income statement** – This is where you put it all together in numbers and get an idea of what it will take to make a profit and be successful. Your sales projections will come from the sales forecast and your profit projections should be accompanied by a narrative explaining the major assumptions used to estimate company income and expenses.
2. **Also show estimated projections for the first 3 to 5 years.**
3. **Cash Flow Statement** - The point of this worksheet is to plan how much you need before startup, for preliminary expenses, operating expenses, and reserves. For each item, determine when you actually expect to receive cash (for sales) or when you will actually have to write a check (for expense items).
4. **Balance Sheet** – A balance sheet shows what items of value are held by the company (assets), and what its debts are (liabilities). When liabilities are subtracted from assets, the remainder is owners' equity.

FINANCING REQUIREMENTS (This section should include all the finances required to commence the business.)

1. How will the loan be used (working capital, equipment, inventory, supplies, vehicles, miscellaneous)
2. What are the items to be bought (name, model)
3. Who is the supplier (provide quotation where possible)
4. What is the price
5. Are there additional charges (installation, freight, service charges)
6. How will the loan increase your profits
7. Give a break-down of the timing of the investments

PART 111 – SUPPORTING DOCUMENTS

APPENDICES

Attach all relevant documents at the end of the business plan. Examples of, but not limited to the following;

- Certificate of Incorporation
- Business Names Registration
- Trade License
- Environmental Clearance
- Relevant Permits, Licenses, and Certificates
- Purchase Agreements
- Supporting Documents
- Any other documents

EVALUATION – Remember to review the business plan once all sections have been completed, especially if it will be submitted for funding to an institution. Ensure that the information is accurate.