

## ***So you're looking for funding for your business, what must you (as a minimum) include in your Business Plan?***

- Clear explanation of the aims & objectives of the business
- Full description of the service and/or product(s) to be offered together with the associated USP
- Why the business will be a success including the mention of any innovative product, service or approach
- Full details of the market research undertaken with resulting conclusions
- Analysis of the competition together with comments on the extent of their impact & influence within the chosen market
- Detailed schedule of promotional activity with tie in to the marketing strategy and associated timeframe
- Detailed operational plan displaying clear & specific events relevant to the successful creation of the proposed business
- CV showing clear transfer of experience and/or knowledge of the market as well as capability of delivering the business
- Evidence supporting claims and projections contained within Business Plan
- Start up capital required and source of funding
- What will the start up capital be spent on
- Pricing policy including basis
- Detailed forecasts covering two years : monthly profit & loss and cash flow statements with projected bank balance
- Assumptions associated with forecasts underpinned with evidence to support figures including reference to seasonality where appropriate
- SWOT analysis with associated comment on the present and future impact of the statements made
- Executive summary pulling together the various elements of the proposed business to support the rationale that it will be a viable and sustainable venture