

Business plan

Business name and address:

Proprietor's name and address:

Business form:

Business activity:

Aims:

Objectives:

Market size and growth:

Competitors:

Names

Strengths

Weaknesses

Your business:

Strengths

Weaknesses

Competitive advantages:

Proposed customers:

Advertising and promotions strategy:

Pricing strategy:

Premises:

Equipment:

Key people and job functions:

Background details of key people:

Financial highlights

12 months to:

Turnover:

Profit:

Break-even:

Funding requirement:

Source of funds:

Forecast profit and loss account**Business:****Period:**

Sales:	£	(A)
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Less direct (variable) costs:

materials	£
direct wages	£
other	£

Total direct (variable) costs:	£
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Gross profit/contribution:	£	(B)
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Fixed costs (overheads):

wages/salaries (including taxes)	£
rent	£
heat/light/power	£
advertising	£
insurance	£
transport/travel	£
telephone	£
stationery/postage	£
repairs/renewals	£
depreciation	£
local taxes	£
other	£
other _____	£

Total fixed costs	£	(C)
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Net profit	£
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Less drawings or dividends	£
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Profit retained in the business	£
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$$\text{Break-even point} = \frac{(C) \times (A)}{(B)}$$

