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Business Plan

1. Planning

What's your business idea?

What resources will you need to get it started?

What's the name of your business?

2. Knowing Your Product

What's the unique selling point of your product?

How much will it cost to make (approximately)?

How much will you sell the product for?

How labour intensive is production of the product (approximately)?

3. Knowing Your Market

Is the demand for your product a one-off purchase/repeat purchase (delete as appropriate)? If one-off purchase, how will you keep up sales?

Is your target market currently in decline/undergoing growth? Are there any specific reasons for this?

4. Knowing Your Customers

Age

Sex

Income Bracket

What will your customers value most about your product?

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Why would they choose your product over competitors?

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5. Comparing Your Competitors

	My business	Competitor A	Competitor B	Competitor C
Product				
Price				
Availability				
Reputation				
Strengths				
Weaknesses				
Unique Selling Proposition				
Promotion/Sales				

My product is better than each of my competitor's because:

Competitor A

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Competitor B

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Competitor C

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6. Promotion

Outline how you would plan to promote your product

	Type of advertising/promotion	Success to be measured by	Method used by competitors
Method 1			
Method 2			
Method 3			
Method 4			
Method 5			
Method 6			

7. Reality Check

Does your product function as it should?

Does your product appeal to your target audience? Attach further research as necessary.