

Your mission, vision, financials, marketing and operations

Your business plan serves as a strategic blueprint and is essential for attracting investors. Here's what it should include.

Executive summary

Summarise the key points of your business plan.

Include your business concept, financial highlights and funding needs.

Market analysis

Industry overview – size, growth rate and trends.

Target market – segmentation, size and needs.

Competitive landscape – identify key competitors and analyse their strategies.

Products or services

Describe your products in detail. Highlight their unique features.

Include if any of your products or services are protected by a registered trademark or patent.

Operations plan

Location – physical premises, online presence or both.

Facilities and equipment – describe required facilities and any specialised equipment.

Supply chain management – sourcing of materials, inventory management and supplier relationships.

Production process – outline manufacturing or service delivery processes.

Company description

Provide detailed information about your business, including its history, structure and objectives.

Explain the problem you're addressing and how you're solving it.

Financial plan and projections

Start-up costs – equipment, inventory, licences, legal fees and initial marketing.

Income statement – revenue, expenses and net income projections.

Cash flow statement – inflows and outflows of cash to ensure liquidity.

Balance sheet – assets, liabilities and owner's equity.

Break-even analysis – calculate the sales volume needed to cover costs.

Assumptions – clearly state the assumptions used in your financial projections.

Appendices

Include any supporting documents. For example, market research data, CVs of key team members, legal documents and product images or prototypes.

Mission and vision statements

Mission statement – states your business' purpose and core values. For example, 'to provide eco-friendly packaging solutions that reduce environmental impact'.

Vision statement – this describes your long-term aspirations. For example, 'to become the leading provider of sustainable packaging worldwide'.

Organisation and management

Outline your organisational structure in a chart.

Include a bio for each key team member that shows their relevant experience and expertise.

Marketing and sales strategy

Branding – logo, tagline and brand messaging.

Channels – social media, content marketing, SEO and paid advertising.

Promotions – discounts, loyalty programmes and partnerships.

Sales – process, techniques, customer acquisition and retention strategies.

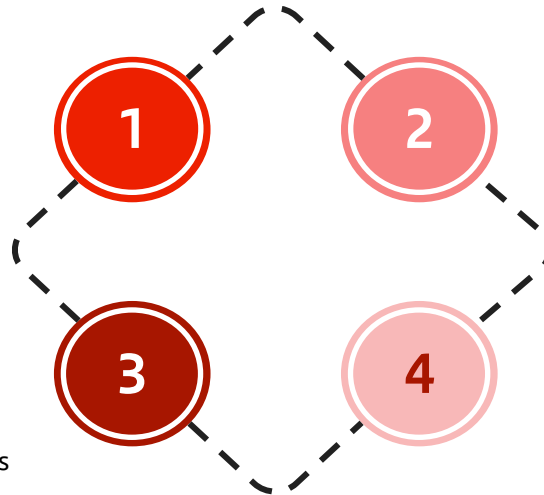
Tips for creating an effective business plan

Be realistic

Use conservative estimates to avoid overpromising.

Tailor it to your audience

Change the focus depending on whether it's for internal use, investors or lenders.



Be professional

Make sure the plan is well-organised, free from mistakes and professionally formatted.

Ask for feedback

Get your mentors or advisers to check your plan and give you feedback.

