



Overview

Business plan for	
Date	
Services What does your business do? What products and/or services do you offer?	
Goals What are your short, medium, or long-term goals?	
Core values Honesty? Quality finish? Fair pricing? What kind of experience do you want your customers to have?	

Business profile

Structure	
Date registered	
Registration #	

Business contact details

Contact name	
Contact number	
Email	
Postal address	
Physical address	

Online/social media					
Website	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	
Facebook	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	
Instagram	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	
LinkedIn	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	
YouTube	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	
TikTok	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	

Financials	
Initial analysis	
Cash flow forecast	
Handling debt	
What will people pay?	

Current position	
Confirm supplier agreements	
Skills, training and experience	
Mentors and business support	
Growth plan	

Competition	
Competitive advantage	
Competitors	
Market position	

Marketing strategy	
What's the size of your market?	
Marketing strategy	
Customer loyalty and referrals	

Ticking the boxes	
Environmental concerns	
Legal restrictions/ requirements	
Health and safety	