Business Plan Guidelines
Contents

1. Executive summary
2. Business Description
3. Industry
4. Product Definition
5. Market Definition
6. Marketing Strategy
7. Competition
8. Operations & Management
9. Financial Components
1. Executive summary
   • What is the nature of your business
   • What products will be offered
   • Who will be your target market
   • Is this a new or existing business
   • If an existing business, how long has it been in operation for
   • Where will the business be based
   • What is the Shareholding and Management structure of the business
   • What are the short & long term goals of the business
   • What is the owners cash contribution towards this business going to be
   • What is the ideal funding requirement from the bank (how much are you looking to borrow)
   • What security will you be offering for the loan

2. Business Description
   • Under what legal entity is the business going to be trading under, and has this entity been registered
   • What sector does the business fall into (wholesale, retail, food, service, etc..)
   • Where is the business located (address)
   • What sort of premises will the business be operating from (shopping centre, warehouse, owners residence, etc)
   • Reason for choosing these particular premises
   • What zoning is allocated to the business address
   • Does the business address comply with the allocated zoning
   • Will a Lease Agreement be signed, if so, what are the terms and conditions
   • What is the monthly rentals payable

3. Industry
   • What is the present state of the industry and how has it faired over the last 5 years (growth/decline)
   • What are the future prospects for the industry
   • What problems can you see
   • How can these problems be overcome

4. Product Definition
   • What is the product mix of the business
   • Why would customers be attracted to your products (quality, reliability, price, etc)
   • What gives your product the competitive edge over your rivals
5. Market Definition
   - Who is your target market (age, income, etc)
   - What growth patterns can you see emerging with regard to the make-up and size of your market (expansion geographically, new customers, etc)

6. Marketing Strategy
   - Provide a clear indication as to what your marketing strategy is going to be, over and above the involvement from the Franchisor

7. Competition
   - Identify and list the major competitors in your area (use table below as guideline)

<table>
<thead>
<tr>
<th>Name</th>
<th>How long have they been in business</th>
<th>Products / Services provided</th>
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   - What key success factors do the competitor demonstrate
   - Can you identify any weakness in the competitors business operations
   - What skills will be necessary in order to allow you to have the competitive advantage in your area

8. Operations & Management
   - Do you foresee any industry changes occurring that will affect the way your business operates and how will these changes impact your business
   - Who are the key players in the organisational structure of your business
   - Give us a brief overview on the staffing requirement of your business:
     - Management
     - Staff

9. Financial Components
   - Existing business:
     - Latest available Audited Financial Statements
     - Updated Management Accounts
   - New business:
     - Projected cashflow with a minimum term of 36 months (See attached spreadsheet)