Business plan

A simple one-page-per-section plan for a small business

Business name _____ **Owner(s)** _____

Business type _____ **Plan date** _____

1. The business in brief

What do you do, for whom, and why will they choose you?

2. Customers and market

Who are your customers? _____

What do they need? _____

Who else offers this? _____

How will you reach them? _____

3. Goals for the next 12 months

Goal	How you will measure it	By when

4. Money - simple 12-month forecast

Your best estimate. This is a planning aid, not financial advice - ask an accountant or adviser to check your figures.

Item	Monthly (£)	Year (£)

5. Risks and what you will do about them

Risk	What you will do

6. Next steps

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