Worked example - a fictional business. Figures are made up for illustration.

Business plan

Willow Lane Studio - design and print for local businesses

Business name	Willow Lane Studio	**Owner(s)**	Alex Morgan
Business type	Sole trader	**Plan date**	November 2026

1. The business in brief

What do you do, for whom, and why will they choose you?
Willow Lane Studio designs and prints menus, posters and signs for cafes, shops and clubs in Anytown. Customers choose us because we are local, quick (5-day turnaround) and handle both design and printing in one place.

2. Customers and market

Who are your customers?	Independent cafes, shops and community groups within 10 miles
What do they need?	Good-looking printed material without hiring an agency
Who else offers this?	Online print shops (cheap, no design help); one agency in the city (expensive)
How will you reach them?	Visiting shops in person, a simple website, local Facebook groups, referrals

3. Goals for the next 12 months

Goal	How you will measure it	By when
Win 15 regular customers	Customers ordering at least twice	11/2027
Launch a website with prices	Website live and taking enquiries	01/2027
Build a portfolio of 20 jobs	Photos of finished work on the website	06/2027

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 (£)
Sales - design work	1,200	14,400
Sales - printing (resold)	800	9,600
Printing costs	-520	-6,240
Software and website	-45	-540
Travel and marketing	-80	-960
Estimated profit before tax	1,355	16,260

5. Risks and what you will do about them

Risk	What you will do
Too few customers in the first months	Keep part-time job until monthly sales reach £1,500
Print supplier lets me down	Line up a second supplier and agree prices in advance
Late payment from customers	Ask for 50% up front on first orders and invoice promptly

6. Next steps

- [x] Register as self-employed with HMRC
- [x] Open a separate business bank account
- [ ] Design 3 sample menus to show cafes
- [ ] Visit 10 local businesses

How to use this template

A business plan sets out what your business does, who it is for, and how it will make money. A short, honest plan is more useful than a long one.

1. **Describe the business in a few lines.** If you cannot explain it in a few lines, keep refining it.
2. **Know your customers.** Say who they are, what they need and who else they could buy from.
3. **Set a few clear goals.** Each one should say how you will know you have reached it, and by when.
4. **Estimate the money.** Use realistic figures and update them as you go. Ask an accountant or adviser to check them.
5. **Plan for risks.** Note what could go wrong and what you would do.

This template is general guidance only. It is not financial, tax or legal advice.