

Sample Business Plan for 3 years

Executive Summary

The Executive Summary provides the most important information for readers that need to understand and support the concept but not necessarily know the detailed plans. This is usually written last.

- *Organizational description*
- *Business concept*
- *Market description*
- *Value proposition, or competitive advantage*
- *Key success factors*
- *Financial highlights and capital requirements*

Background and Structure

Form should follow function and the legal structure should support the purpose and activities of the enterprise. • *Brief description of the nonprofit, including context and programs* • *How the business venture will be structured in the organization* • *Legal structure and governance (Boards, advisory committees, reporting)*

Mission and Objectives

- *To create a true xxx*
- *To develop xx*
- *To empower xxx*
- *To inform xxx*
- *To become xxx*
- *To capacity build and advise xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx*
- *To campaign for xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx*

The social impact that this work will create will be

Trading History

- *explain the last year and your recent journey. How have you got to now?*
- *Consider your organisation from all angles, what income have you had and from where (grants, consultancy, paid classes, social prescribers, etc). This should reflect what we would see looking at your accounts. Take us on the story of your income and activity, so to speak.*

Current Business Model

- *What's happening now?*
- *Current activities, staff, resources, equipment, buildings, other assets, funding sources and their stability*
- *How does your income vary now across a mix of contracts, trading and grant funding?*
- *What relationships are in place both within your organisation and externally*

New Plans for the Business

- *Outline future plans, what will you keep doing, start doing and stop doing for the next three years? E.g. you want to expand your digital marketing & are potentially looking for a new location to work from*
- *What needs to happen for the future plans to happen; here you will want to talk about social investment briefly as well*
- *Talk about how these future plans and changes will benefit the organisation and your customer base*

Social Investment

- *Talk about the social investment as a catalyst for the above in a bit more detail. How much investment (guesstimate) do you need? Identify what it is specifically going to be used for. How long will you repay it over (1-5 years)?*
- *Why will it be instrumental to the future*

Organisational Structure

- *What is the leadership structure? What relevant experience and skills do leading members have? Discuss any directors on Companies House and mention them all, at least in a sentence or two each. What other key members of your organisational and management structures are there?*
- *How does the governance work? Do you have board meetings? How often? How are decisions made? If this is something which you do not have yet, talk in detail about your aspirations for this and how you plan to achieve this*

- *What skills do you have across the organisation; if there are some skill areas that you feel you need more support on in the organisation, what will you do/who will you find to remedy this.*

Running the Business

- *Outline how the business runs currently and how you anticipate it will run*
- *Talk about long term (3 year) prospects for any staff, premises, funders, contracts, etc.*

Market Analysis

- *Where does it fall within the market for this sort of work in GM? What specific goods/services do you offer, who buys it and why do they buy it? (You can include grants here as well in terms of who you are funded to serve here too). Is there anyone you specifically target?*
- *What competition is there for what you do?*
- *What is your USP?*
- *What does marketing look like for you currently, how do you want your marketing to develop? What costs are involved in this?*

Research stats.....

Financials

- *Re-iterate the progress of the business financially over the last year and the sort of income you have received. How profitable has this made you?*
- *How do you project you will increase your income over the next 3 years? When you do your cash flow forecast, you will need to make sure that any figures in this document are explained by the business plan. You could split this section into years 1, 2 and 3 and talk about how you project your income will grow. For example, if your grant takings will double, how – where will you apply for them? If you start to take on more contracts, at what point and who from – what do you anticipate they will be worth and why? What demand is there currently for your services and why do you anticipate this demand will grow? If you expect to take more money for any other work, why?*
- *This section needs to clearly explain how you expect to increase your takings and why. It will underpin any assumptions made in your cash flow forecast.*

Risk Management

- *Consider the SWOT and PESTLE analyses. This will be an important piece for you as it is a niche venture that you will need to really demonstrate you have thought about from all angles.*