

Module 5: The Business Plan

The following gives an outline business plan structure. This is simply a framework that you can use to pull everything together into one package

Executive Summary

- + Your personal and business objectives
- + Your bio (and possibly others you might want to involve)
- + Mission / service concept and brand statement

Marketing Plan

- + Overview of the market place
- + Your target clients' profiles
- + Your points of differentiation
- + Assumptions

Product / Service Plan – brochure or outline

- + Describe your products / services and charge-out rates

Operating Plan – the way you will run your business

- + Activity plan (draft this for Year 1 including your assessed number of chargeable days)
- + FPS (the way you plan to track and manage your clients)
- + Other project management tools you will use
- + Summarise your assessed overheads (draft)
- + Draft contract including terms and conditions (to check with a lawyer)

The Financials

By sketching out your business plan using the above headings, you will get an indication of your first year's income and overheads. We suggest you then talk this through with your accountant and decide how you will organise your accounting and finance package relevant to the type of business constitution you have selected. You can then drop your first draft numbers into the plan, referring back to the assumptions and projections you have created.

The Financial section of your business plan will typically include:

- + Sales and gross profit forecast
- + Cashflow forecast
- + Projected profit and loss account
- + Projected balance sheet
- + A schedule of assumptions made whilst completing your projections

MODULE 5 SUMMARY

- + The business plan is for you to help you manage your business to a plan that you consider sensible. It should therefore reflect what your business is all about – tailor it as you need.
- + Listing all your assumptions is important as your assessments will change over time and it's good to note them in different business plan versions.
- + The business plan is a work-in-progress document put together at a point in time and should be updated as things change.
- + Pull everything together with your accountant so you can both see the whole picture.