



BUSINESS PLAN

Use this template at the launch event to create your business plan. You will be discussing your business plan throughout the Challenge with your mentor and using it to monitor your progress.

SECTION 1: BUSINESS OVERVIEW

Team name

Roles & Responsibilities

Refer to your team's handbook for further information about each of the roles

	Team Member
Our Managing Director is	
Our Marketing Director is	
Our Social Media Director is	
Our Sales Director is	
Our Finance Director is	
Our Operations Director is	
Our Company Secretary is	

SECTION 2: MARKETING

What is your product or service?

Who are your target customers?

Who are your competitors?

What market research do you need to do / have you already done? What have you learned from your market research?

What makes your brand special?

How will you promote your business to your customers?

- **Via social media**
- **Via advertising**
- **Via PR**
- **Via other channels**

SECTION 3: SALES

Where will you sell?

What dates will you sell?

How will you display your products?

What special offers will you run?

What equipment do you need to support your sales events?

How will you promote your sales events?

What hazards might you come across when you are out selling and what will you do to prevent accidents?

SECTION 4: PRODUCTION

Where will your team produce the goods / provide the service?

Who in your team will produce the goods / provide the service?

How will the tasks / jobs be organised amongst your team?

How exactly will your team produce the goods? What steps are involved in providing the service?

How will you package your goods?

What training do you need?

What are your labelling requirements (size, weight, ingredients, shelf life etc etc)?

What records do you need to keep during production (eg cleaning, weighing etc)

SECTION 5: FINANCES

What are your sales prices?

How much will it cost to make the product or provide the service?

What are your operating costs? Is there a cost involved in selling your product (hire of a pitch etc)?

What do you need to buy to get the business started?

What is your profit target for the whole of the selling period? Use the profit and loss table on the next page to forecast your sales, costs and profits.

