**Business Plan Template**

1. **Personal details of those involved with running the business**
   1. **Business name**
   2. **Names of owners and investors**
   3. **Business aims and objectives**
2. **Details of the product or service you are going to sell**
   1. **Name of product**
   2. **Price of product**
3. **A summary of your target market and competition**
   1. **Who are your typical customers**
   2. **Who are your competition**
   3. **Your location**
   4. **A market map**
   5. **How and where will you advertise**
4. **The amount of finance you are going to need, what it will be used for and over what period of time it will be needed**
   1. **A cash flow forecast for the first 6 months of trading, including all your payments, receipts, net cash flow, opening and closing balances**
5. **The amount of money you are investing**
   1. **An explanation of why you need investment for your business**