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# (Logo)

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# Business Plan

# Year

**Contents**

1. Overview
2. ​Company Background
3. Products and Markets
4. Sales and Marketing
5. Financial Information
	1. Forecast Assumptions
	2. Forecast Profit and Loss Accounts
6. Funding and Requirements

# 1. Overview

*A single page overview of what the business will do and how it will do it from a high level perspective.*

*i.e.*

*AV 3-d Printing Ltd believes that there is about to be a massive increase in the use of 3-d printers and that the printers will completely revolutionise the manufacturing process over the next 10 years. It is already possible to 3-d print things such as houses and an explosion in the use of 3-d printing is expected.*

*The company will provide a web based service for engineering enthusiasts and students and whoever else and allow them to download designs and plans for items and toys ready for printing. Where we are different is that we also aim to educate people in the engineering mechanics of each design etc.. etc…*

**2. Company and Personnel Background**

*Details of the fact that the company is being created as a new enterprise and a fairly detailed Resume for the founders, showing why they are the perfect people to start such a company.*

*Details formal qualifications, ambitions and desire to succeed in the market.*

**3. Products and Markets**

*What will the products be? Given examples of typical products that will be provided and the documentation that will go with them. How much will each product be sold for, and how much will they cost to buy or make?*

*Will new products be added over time?*

*Who is the likely target? Who will buy them? Who is the perfect customer?*

# 4. Sales and Marketing

*Who are you aiming for?*

*How are you going to find the customers and how will the service be advertised?*

*How will the products be sold? One-off cost, and how many will be sold per annum, plus subscribers? What’s the cost of the subscription and how many people are expected to subscribe?*

# 5. Financial Information

### Forecast Assumptions

*This needs to detail all the assumptions that have gone into the spreadsheets. For example:*

***Costs***

*We expect to take an office of xxx sqm with an annual cost of £xxxx*

*A new person is employed in Month 3/4/5/whenever at an annual salary of £xxxxx*

*An administrator will be employed in Month ? at an annual salary of £xxxx.*

*The founder will be full time in the business from the beginning and will take an annual salary in year one of £xxxx.*

*The website will be built at an estimated cost of £xxxx.*

*A loan of £xxxx is included over x years at an interest rate of x% (if appropriate)*

*List as many of the start-up costs that are known.*

*Marketing and Advertising spend in year one?*

*Then,*

*What changes for years 2 and 3?*

*Extra staff?*

*More office space?*

***Income***

*How many one off sales are expected at what base price?*

*How many subscribers are expected at what annual subscription?*

*How does the number of subscribers ramp up over time?*

1. **Forecast Profit and Loss Accounts**

Full Year 1

Full Year 2

Full Year 3

[As excel spreadsheets]

1. **Funding and Requirements**

*A worded summary of what the spreadsheets show and then details of the funding requirements. Talk about any grants that may be available and where they may come from.*

*Show how quickly any investor may get their money back and when the company will turn to profit.*