

Business Plan

Disclaimer:

We do not accept any liability for the information or consequences of any actions taken based on the information contained on this website. You should not rely on any information contained on the website in relation to a specific issue or decision without taking independent financial, banking, investment or other advice from an appropriately qualified professional adviser. We take no responsibility for the accuracy of information contained in the materials contained on this website and we do not make any representations or warranties in respect of such information. Please refer to our 'Terms and Conditions of Use' of the Bank of Ireland UK Website (www.bankofirelandUK.com/legal) for further details.

Bank of Ireland UK is a trading name of Bank of Ireland (UK) plc which is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority under registration number 512956. You can confirm our registration on the FCA's website (www.fca.org.uk) or by contacting the FCA on 0800 111 6768. Registered in England & Wales (No. 7022885), Bow Bells House, 1 Bread Street, London, EC4M 9BE.

Contents

Confidentiality Agreement	3
Explanation of Confidentiality Agreement	3
1. Executive Summary	4
2. Company Description	4
2.1 Promoters & Shareholder	5
2.2 Advisers.....	5
2.3 Legal Status.....	5
2.4 Main Products & Services	5
2.5 Long-term aim of the Business.....	6
2.6 Business Goals.....	6
3. Market Analysis	6
3.1 Pestle Analysis	6
3.2 Swot Analysis	7
3.3 Competitor Analysis.....	8
4. Market & Sales	8
4.1 Customer Trends & Opportunities	8
4.2 Marketing / Sales Sstrategy.....	9
4.3 Sales Strategy	9
4.4 Pricing.....	9
4.5 Customer Service	10
5. People	10
5.1 Details of Key Employees.....	10
6. R&D, Business Assets	11
6.1 Research & Development.....	11
6.2 Business Assets	11
7. Financial	11
7.1 Financial Information	11
7.2 Assumptions.....	12
7.3 Funding Requirements	13
8. Appendices	13
8.1 Financial Information	13

Confidentiality Agreement

Signature

Name:

Date: / / 2 0

Signature

Name:

Date: / / 2 0

1. Executive Summary

£'000	YEAR 1	YEAR 2	YEAR 3
Sales			
Exports			
Net profit before tax			
Investment			
Employment (numbers)			

2. Company Description

2.1 Promoters & Shareholders

2.2 Advisers

2.3 Legal Status

2.4 Main Product & Services

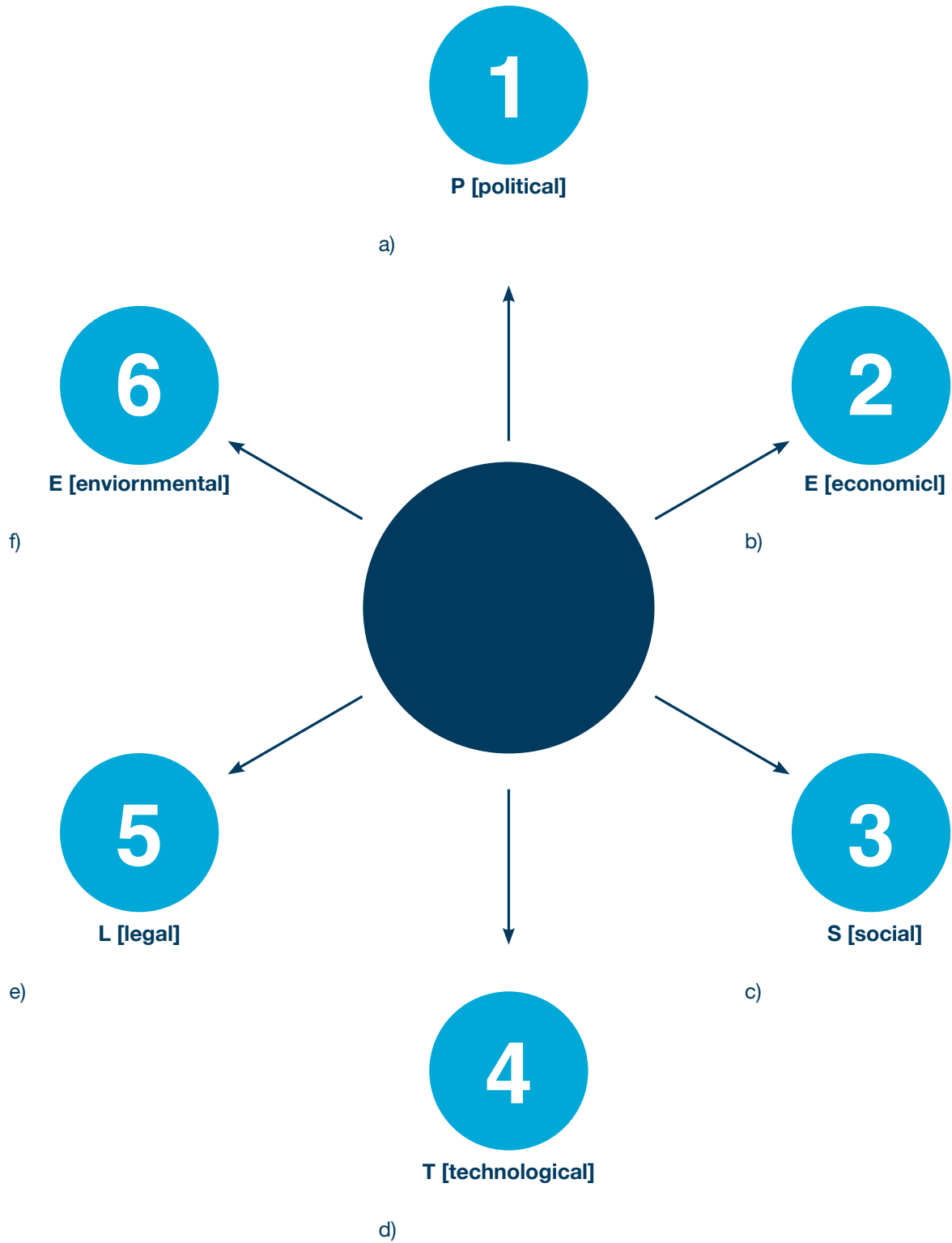
2.5 Long-term Aim of the Business

2.6 Business Goals

a)	
b)	
c)	
d)	

3 Market Analysis

3.1 Pestle Analysis



3.2 SWOT

Strenghts	Weakness
a)	a)
b)	b)
c)	c)

Opportunities	Threats
a)	a)
b)	b)
c)	c)

3.3 Competitor Analysis

4. Market Sales

4.1 Customer Trends & Opportunities

Segment name	Segment characteristics	Estimated number of potential customers	Segment revenues/potential	Other

4.2 Marketing / Sales Strategy

4.3 Sales Strategy

4.4 Pricing

4.5 Customer Service

6. R&D, Business Assets

6.1 Research & Development

6.2 Business Assets

7. Financial

7.1 Financial Information

7.1 Financial Information (cont)

1st	2nd	3rd

7.2 Assumptions

a) Sales levels	
b) Cost of sales	
c) Overheads	
d) Investment required in fixed assets.	
e) Preferential distribution agreements you hope to achieve.	
f) Any problems you envisage and their impact.	

7.3 Funding Requirements

Sources of Funding	Application of Funding
a)	a)
b)	b)
c)	c)
d)	d)
e)	e)

8. Appendices

8.1 Financial Information