



Start Your Business

Business Plan Template

March 2023

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Zwolle, the Netherlands
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Business Plan – executive summary

1.1	BUSINESS CONCEPT Write a short paragraph in which you provide your business name, your main products and/or services, the market you will serve, and the particular competitive advantage that you expect to have.
1.2	FINANCIAL HIGHLIGHTS Provide a short overview of your projected sales and profits.
1.3	FINANCIAL REQUIREMENTS Please specify the start-up costs of your business and the sources from which you expect to cover these costs, including own capital and expected loans.



Business Plan – nature of the business

2.1	BUSINESS NAME Mention the name of your business.

2.2	NAME OF BUSINESS OWNER AND NUMBER OF STAFF Mention the name of the business owner and how many people will be working in the business (apart from the business owner)

2.3	BUSINESS LOCATION What will be the address of your business?

2.4	PRODUCTS AND/OR SERVICES OFFERED Mention the products and/or services that your business is going to provide.



2.5	CUSTOMERS Write down who the customers for your products/services will be.

2.6	GEOGRAPHICAL COVERAGE Indicate which geographical area you are planning to cover with your business.

2.7	NEEDS Why you think that customers are interested in buying the products or services that you are providing?



Business Plan – marketing plan

3.1	TOTAL MARKET FOR YOUR PRODUCTS / SERVICES Provide an estimation of the total value of the market for your products/services within your target area.

3.2	EXPECTED MARKET SHARE What part of the total market do you expect to cover? How much revenue do you expect to have every month? How many units of products/services will you



3.3	MAIN COMPETITORS List your main competitors and their main strengths and weaknesses.	
Competitor	Strengths	Weaknesses

3.4	MASRKETING STRATEGY What will you do to attract and retain customers in your market? What will you do better than your competitors? Try to specify your actions according to Product, Price, Promotion and Distribution.
Product:	
Price:	
Promotion:	
Distribution:	



Business Plan – production plan

4.1	SET-UP COSTS		
	List facilities and equipment that you need to set-up the business, such as a factory or stall, equipment, tools, etc. Indicate the condition of these items (new or used) if these items are purchased or rented (P/R) and the cost per item.		
Facilities/equipment	Condition	P/R	Costs
Total Set-Up Costs			

4.2	STAFF COSTS	
Name	Role	Monthly wage
Total Staff Costs		



4.3	<p>FIXED COSTS</p> <p>List anything that will get charged to your business on a regular basis whether you are producing or not. Include things like rent, rates, professional charges, electricity, water, leasing charges.</p>		
Fixed costs item	Period	Price	Monthly costs
Total fixed costs per month			

4.4	<p>VARIABLE COSTS PER UNIT OF SALE</p> <p>Indicate, per unit of sale, how much of each item will be used up in its production and what the costs per unit of production will be.</p>		
Product 1			
Variable costs item	Nr. of units covered	Price	Monthly costs
Total variable costs per unit:			
Product 2			
Variable costs item	Nr. of units covered	Price	Monthly costs
Total variable costs per unit:			



Product 3			
Variable costs item	Nr. of units covered	Price	Monthly costs
Total variable costs per unit:			
Product 4			
Variable costs item	Nr. of units covered	Price	Monthly costs
Total variable costs per unit:			



Business Plan – financial plan

5.1	FINANCING NEEDS	Specify the financial resources needed to cover your Set-up costs and your Initial Operating costs	
Category		Amount	
Set-up costs:			
Tools & Equipment			
Other set-up costs			
Initial Operating costs:			
X months of fixed costs			
X months of variable costs			
		Total financing needs:	

5.2	FINANCING SCHEME	Please list the different sources from which you will acquire money to start your business.	
Category		Amount	
Private Savings			
Loans from friends and family			
Savings Group			
Loan 1 (Bank or MFI)			
Loan 2 (Bank or MFI)			
Other...			
		Total financing needs:	



5.3	PROFIT & LOSS STATEMENT Fill in the figures in the table per month	
SALES		Amount
[Product 1]		21
[Product 2]		
[Product 3]		
[Product 4]		
Total Income:		
COSTS		Amount
Set-up costs		
Fixed costs per month		
Variable costs per month		
Interest + loan repayment		
Total Costs:		
PROFIT		Amount
Total Income – Total Costs =		