

Business Plan Prompt Sheet

Simple prompt sheet to help with supporting an organisation in developing a business plan.

1. Executive Summary:

- Provide a brief overview of your organisation, its mission, and goals.
- Summarize the key points of your business plan.

2. Company Description:

- Describe your organisation's background, including its history, legal structure, and location.
- Explain your products or services and the problem they solve or the need they fulfil.
- Identify your target market and any competitive advantages you have.

3. Market Analysis:

- Conduct research on your target market, industry trends, and competitors.
- Define your target customers and their demographics, preferences, and behaviours.
- Analyse your competitors' strengths and weaknesses.

4. Organisation and Management:

- Describe the structure of your organisation and key personnel.
- Explain the roles and responsibilities of each team member.
- Highlight the skills and expertise of your management team.

5. Product or Service Line:

- Provide detailed information about your products or services.
- Explain their unique features and benefits.
- Outline your product development or service delivery process.

6. Marketing and Sales:

- Describe your marketing strategies and tactics.
- Explain how you will reach your target market and promote your offerings.
- Outline your sales approach, including pricing, distribution channels, and customer acquisition strategies.

7. Financial Projections:

- Prepare a financial forecast, including projected revenue, expenses, and profitability.
- Estimate your start-up costs and funding requirements.
- Develop a break-even analysis and cash flow projections.

8. Operations and Management:

- Explain your operational processes, including production, delivery, and customer service.
- Discuss your supply chain management and vendor relationships.
- Outline your quality control measures and any necessary permits or licenses.

9. SWOT Analysis:

- Identify your organisation's strengths, weaknesses, opportunities, and threats.
- Evaluate how you can leverage your strengths and mitigate weaknesses.
- Assess external factors that could impact your business positively or negatively.

10. Implementation Plan:

- Create a timeline with key milestones and tasks for launching and growing your business.
- Assign responsibilities and set deadlines for each task.
- Include contingency plans for potential obstacles or risks.

11. Risk Assessment:

- Identify potential risks and challenges your organisation may face.
- Develop strategies to mitigate or overcome these risks.
- Consider legal, financial, operational, and market risks.

12. Conclusion:

- Summarize the key points of your business plan.
- Express your vision for the future of your organisation.
- Reinforce why your business is unique and poised for success.

With examples

1. Executive Summary:

- Our organisation, Community Roots, is a social enterprise based in Doncaster, dedicated to improving the well-being and inclusivity of local communities. Our mission is to create sustainable projects and initiatives that address social and environmental challenges. This business plan outlines our strategies to achieve positive impact and financial sustainability.

2. Company Description:

- Community Roots was established in 2015 as a Community Interest Company (CIC) in Doncaster. We operate in various neighbourhoods, working closely with residents, local authorities, and businesses. Our initiatives focus on empowering vulnerable groups, promoting environmental stewardship, and fostering community cohesion through educational programs, green spaces, and social events.

3. Market Analysis:

- Our target market includes local residents, community organisations, and socially conscious businesses in the areas we serve. We recognize the increasing demand for community-driven projects that address social inequality and environmental issues. By collaborating with stakeholders, we aim to create meaningful and sustainable change that resonates with the community's values.

4. Organisation and Management:

- Community Roots is led by a diverse and passionate team committed to community development. Sarah Thompson, the founder, serves as the Managing Director, overseeing strategic planning and partnerships. Mark Patel, our Community Engagement Manager, works closely with residents and volunteers, while Emma Wilson manages the operational aspects, including finances and administration.

5. Product or Service Line:

- Our initiatives encompass various areas, including education, environmental sustainability, and community events. Examples include after-school mentoring programs for at-risk youth, urban gardening initiatives that promote sustainable living, and community festivals that celebrate local culture and diversity. These projects are designed to empower individuals, strengthen community bonds, and enhance the quality of life.

6. Marketing and Sales:

- We employ a multi-faceted marketing approach to reach our target audience. This includes leveraging social media platforms, collaborating with local media outlets, and engaging in community outreach activities. Additionally, we partner with local businesses to sponsor our initiatives, providing them with opportunities for positive brand association and community engagement.

7. Financial Projections:

- We anticipate revenue streams from a combination of grants, donations, sponsorship, and revenue-generating activities such as event ticket sales and merchandise. Our financial forecast projects steady growth over the next five years, with a focus on maintaining a balance between social impact and financial sustainability. We will closely monitor expenses and explore additional funding sources.

8. Operations and Management:

- Our operational processes involve project planning, volunteer recruitment, and stakeholder engagement. We collaborate with local schools, community centres, and businesses to implement our initiatives effectively. Our team ensures transparent communication, efficient resource allocation, and continuous evaluation of the impact generated by each project.

9. SWOT Analysis:

- Strengths: Strong community partnerships, passionate team, established brand reputation.

- Weaknesses: Limited financial resources, dependency on external funding, potential scalability challenges.
- Opportunities: Growing awareness of social and environmental issues, increasing corporate social responsibility initiatives.
- Threats: Competition for funding, changing government policies, community resistance to change.

10. Implementation Plan:

- Develop a timeline with key milestones, such as launching new projects, securing funding, and expanding community partnerships.
- Assign responsibilities to team members and set deadlines for each task.
- Identify potential risks and develop contingency plans to address them.

11. Risk Assessment:

- Risks may include changes in funding availability, community resistance or scepticism, and the need for ongoing community engagement. Mitigation strategies could involve diversifying funding sources, conducting community consultations, and maintaining open communication channels with stakeholders.

12. Conclusion:

- In conclusion, Community Roots is poised to make a significant positive impact on local communities in the UK. By combining our passion for social change with effective project implementation and financial sustainability, we aim to create lasting social and environmental benefits while empowering individuals and fostering community resilience.