

Insert your logo (if applicable)

Business Plan

Insert name

Insert business name

Insert DD/MM/YY

Insert your business URL (if applicable)

Contents:

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2. Your skills and experience
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Executive Summary

Complete this section last – think of it as your elevator pitch . This is a summary of the business plan and should sum up the background, idea and research. Make sure your social aim is clear.

1. Your business and objectives

Briefly describe your business, outlining the different product(s) and/or service(s) you offer:

Example: Our business, Doncaster-based CIC (Community Interest Company), aims to provide educational and recreational programs for underprivileged youth in the local community. We offer after-school tutoring, mentoring, and various skill-building workshops.

Objectives:

Short term (current year):

- *Increase enrollment in our tutoring program by 20%.*
- *Secure funding for the expansion of our recreational programs.*

Medium term (next 1 – 2 years):

- *Establish partnerships with local schools and organizations to reach a wider audience*
- *Develop a sustainable funding model to support ongoing operations and growth.*

Long term (3 years and beyond):

- *Expand our services to neighboring communities.*
- *Become a recognized leader in youth development and educational programs in the region.*

Do you need a grant or loan?

Describe how you will use your Start Up Loan and how it will help you achieve these objectives:

Yes, we require a grant to support our operational expenses and to invest in resources and infrastructure for our programs. The Start-Up Loan will help us hire qualified staff, purchase educational materials, and improve our facilities. It will enable us to achieve our short-term objectives of increasing enrollment and expanding our recreational offerings, which will in turn lay the foundation for our medium and long-term goals of growth and community impact.

2. Your skills and experience

Outline any previous experience, employment or other work that you have done that is relevant to your business:

As the founder of Doncaster-based CIC, I have previously worked in the education sector as a teacher and have experience in community outreach programs. I have also volunteered with local youth organizations, which has given me valuable insights into the challenges faced by underprivileged youth in our area.

Outline any education or training you have had that is relevant to your business:

I hold a bachelor's degree in Education and have attended several workshops and seminars focused on youth development and community engagement. Additionally, I have completed courses on nonprofit management and fundraising strategies.

Outline any transferable skills, talents or traits you have that are relevant to your business:

I possess strong leadership and organizational skills, as well as excellent communication and relationship-building abilities. I am passionate about empowering young individuals and creating positive change in our community.

Briefly outline any gaps in your skills, experience or qualifications and explain how you will address these:

While I have a solid foundation in education and community outreach, I recognize the need to enhance my knowledge in fundraising and financial management. To address this gap, I plan to attend workshops and seek guidance from mentors in the nonprofit sector. I also intend to collaborate with experienced professionals to strengthen our financial sustainability.

3. Your target customers

Demographic details:

Delete any answers not applicable to you and provide some description as relevant.

Age:	Gender:	Income:	Types:	Target regions:
<ul style="list-style-type: none"> • 0 - 5 yrs • 6 - 12yrs • 13 - 17yrs • 18 - 30yrs • 31 - 50yrs • 51yrs + • All ages 	<ul style="list-style-type: none"> • Males • Females • All genders 	<ul style="list-style-type: none"> • £0 - £25,000 • £26,000 - £99,000 • £100,000 + 	<ul style="list-style-type: none"> • Individuals • Businesses • Families • Other 	<ul style="list-style-type: none"> • Local? • County? • National? • International?

How many potential customers do you estimate are in your target regions for this financial year?

We estimate that there are approximately 500 underprivileged youth in the Doncaster area who could benefit from our programs this financial year.

Briefly describe your target customers and any other distinguishing features, expanding on any of the areas you have already highlighted above:

Our target customers are underprivileged youth aged 8-18 in the Doncaster community. They often come from low-income families and face educational and social challenges. We aim to provide them with academic support, mentorship, and opportunities for personal growth and skill development.

What customer need or problem does your product(s) and/or service(s) address?

Our programs address the need for educational support and personal development opportunities for underprivileged youth. We strive to bridge the educational gap and empower these individuals to overcome barriers and build a brighter future for themselves.

Explain your approach to pricing your product(s) and/or service(s):

Our services are offered on a sliding scale, taking into account the financial circumstances of each family. We aim to make our programs accessible and affordable for all, while also ensuring that we generate sufficient revenue to cover our operational costs and sustain our initiatives.

4. Your market and competition

What research have you conducted to understand your market, including your industry, regions, customers, competitors?

Delete any answers not applicable to you and provide some description as relevant.

- Surveys & questionnaires
- Focus groups
- Interviews
- Desk or online research
- Market testing
- Trade fairs or exhibitions
- Met with suppliers
- Personal experience
- Social media research
- Mystery shopping competitors
- Family and friends
- Other

Competitor 1:

Name, location, website:

Average prices:

Strengths:

-
-

Weaknesses:

-
-

Competitor 2:

Name, location, website:

Average prices:

Strengths:

-
-

Weaknesses:

-
-

Your business:	
What sets your business apart from your competitors?	
Your strengths:	Your weaknesses:
<ul style="list-style-type: none"> • • 	<ul style="list-style-type: none"> • •
Current or future opportunities:	Current or future threats:
<ul style="list-style-type: none"> • • 	<ul style="list-style-type: none"> • •

5. Your sales and marketing plans

How do you or will you promote your business?

Delete any answers not applicable to you and provide some description as relevant.

- Website (information only)
- Website (for e-commerce)
- Advertising (online)
- Advertising (print, radio, TV)
- Search engine marketing
- Social media
- Retail outlets
- Telesales
- Referrals
- Leaflets
- Events and exhibitions
- PR
- Other

Pick three of your key promotional activities and describe how they currently (or will in the future) help you meet your business objectives:

Local outreach and partnerships: By establishing partnerships with schools and community organizations, we can reach a larger audience of potential participants and expand our program offerings. This will help us achieve our objective of increasing enrolment and enhancing our community impact.

Online presence: Creating a website and utilizing social media platforms will allow us to reach a wider audience and engage with potential donors and supporters. It will help us raise awareness about our mission, attract funding opportunities, and establish our credibility as a reputable youth development organization.

Word-of-mouth: Encouraging positive word-of-mouth referrals from our current participants and their families will help us build trust and credibility within the community. It will also contribute to our objective of increasing enrolment and expanding our reach to more underprivileged youth.

6. Your operational plans

Please provide details of two key suppliers or key relationships that are or will be important to running your business: *Detail as relevant in the boxes provided below.*

Supplier / Relationship 1:

Organisation:	Relationship status: <i>Delete any answers not applicable to you.</i>
	<ul style="list-style-type: none"> • No contract/commitment • Contact under negotiation • Project-based arrangement • Contract or retainer in place • Other
Service provided:	Key terms of the relationship:

Supplier / Relationship 2:

Organisation:	Relationship status: <i>Delete any answers not applicable to you.</i>
	<ul style="list-style-type: none"> • No contract/commitment • Contact under negotiation • Project-based arrangement • Contract or retainer in place • Other
Service provided:	Key terms of the relationship:

Other operational considerations:

Do you currently employ staff?

Delete any answers not applicable to you and provide some description as relevant.

- Yes (*proceed to question A below*)
- Not yet but I have plans to take on staff in the next 12-months (*proceed to question B*)
- No and I have no plans to take on staff in the next 12-months (*proceed to next section*)

A. How many staff do you currently employ?			
Full time:		Part time:	
Outline the key staff roles within your business (e.g. job title, responsibilities, key skills):			
B. How many staff do you intend to take on in the next 12-months?			
Full time:		Part time:	
Describe the key responsibilities and skills you anticipate giving to these new staff:			
<p><i>The key responsibilities and skills we anticipate giving to new staff include:</i></p> <ol style="list-style-type: none"> <i>1. Program coordinators: They will be responsible for overseeing the day-to-day operations, managing program schedules, coordinating volunteers, and ensuring the quality and effectiveness of our programs.</i> <i>2. Fundraising and development officers: They will focus on securing grants, donations, and sponsorships to support our operational expenses and expansion plans. They will also cultivate relationships with potential donors and create fundraising strategies.</i> 			
Where does or will your business operate from?			
<i>Delete any answers not applicable to you and provide some description as relevant.</i>			
<ul style="list-style-type: none"> • Home business • Office • Retail unit • Manufacturing unit • Mobile business (vehicle) • Work-hub • Other 			
What laws or regulations have you considered for your business and/or industry?			
<p><i>We have considered relevant laws and regulations related to child safeguarding, data protection, and nonprofit governance. We will ensure compliance with these regulations to ensure the safety and privacy of our participants and stakeholders.</i></p>			

What insurance do you currently have in place or do you intend to put in place for your business?

We currently have public liability insurance in place to protect against

7. Back-up plan

How will you manage your loan repayments if your business doesn't go according to plan?

Your back-up plan should highlight:

- What your loan repayments are
- How you would manage these repayments in the case of an unexpected event
- Why you feel this is a realistic plan

7. Supporting evidence

You can either copy and paste any supporting evidence in this section, or create a bullet point list of your supporting items and send them in with your application separately. Any supporting evidence you provide should support and strengthen the claims you have made and help our loan assessment team feel more confident about lending to you.

Please note, this is not a mandatory field but your Business Adviser may request additional supporting evidence once they have reviewed your full application.

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