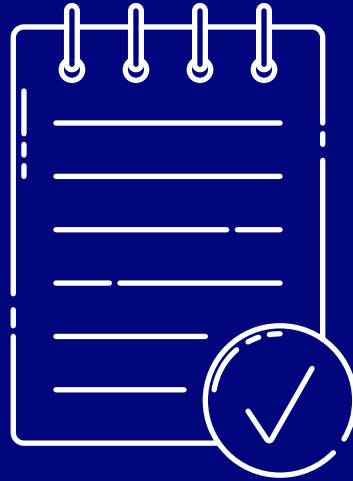


Business



Business Plan Template



**Bank of
Ireland
UK**

When it comes to making the most of your business, Bank of Ireland UK is here to support you in any way we can. We've put together a sample business plan template which illustrates the key areas to focus on when deciding the best direction for your business.

This plan will help you set out the main challenges involved in turning your idea into a successful business venture. As well as helping to fine-tune the key business objectives, it will also help to make for a more informed discussion with your financial institution or any potential investors.

You must keep your personal details contained within this document safe and secure at all times.

Business Plan Summary

Date / /

Personal details

Promoter/company name

Key contact address

Phone number

Email address

Bank details

Account name

Account number

Account sort code

Key contact in branch

Business details

Main business activities

Describe the primary activities of your business

Business activities

Outline the reasons for writing this business plan and what you hope to achieve

Legal form of business

e.g. Sole trader / partnership / limited company, etc

Key people details

Outline why this key person(s) is important to the business

Accountant details

Number of employees

Year 1

Year 2

Product/service details

Product or service type

Describe the product/service in detail

Key benefits of product/service

Detail how this product/service will meet the needs of potential customers and what you hope to achieve

Market details

Target market

Profile your target market, e.g. age, gender, marital status, etc

Delivery channels

How will your product/service be delivered to your target market, e.g. retail outlet, online distribution, etc

Competitors

Outline the strengths and weaknesses of your main competitor(s)

Promotion/marketing

How will you promote/advertise your product(s)/service

Results of feasibility study undertaken

Display results from your market research, e.g. talking to potential clients, researching the market, etc

Financial details

Sales

Year 1

Year 2

Credit terms

Specify your plan to offer credit to customers and if so over what period of time, e.g. 30 days, 60 days, etc

Premises

Are your premises owned, rented or are you yet to find a premises?
What is the location if known and the financial details, e.g. rent, value, etc?

Funding details

Total funding requirements

This is the total figure required to deliver your product/service, taking into account the manufacturing/production costs, cost of premises, delivery to market costs, promotion costs, etc

Owner's own input

Value of personal funds being invested in project

Other sources

e.g. grants, investor contribution, etc.

Bank funding

Specify the amount required/committed to by the Bank

Appendices

Accompanying documents

Examples of documents to accompany this template are:
Management CVs, Cash Flow Forecast for the first three years, Forecast Trading Profit and Loss Accounts for the first three years

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