UK Business Plan Template

# 1. Executive Summary

Summarise your business in a few paragraphs. Complete this section last.

* - Business name, location, and legal structure
* - What your business does
* - Your unique selling point (USP)
* - Goals for the next 12–18 months
* - Funding required (if any)

# 2. Business Description

Explain your business idea, its background, and your mission.

* - Description of your product or service
* - The problem it solves
* - What makes it different
* - Your values or vision
* - Legal structure (sole trader, Ltd company, etc.)

# 3. Market Research

Demonstrate your understanding of your market and competition.

* - Target customer profile (demographics, behaviour)
* - Market size and demand (UK-based stats)
* - Competitor analysis
* - How your business stands out

# 4. Products or Services

Detail what you're offering and how it benefits customers.

* - Product/service description
* - Pricing and margins
* - Sourcing, production, or delivery details
* - Potential for growth or new offerings

# 5. Marketing and Sales Strategy

Outline how you’ll promote and sell your products or services.

* - Marketing channels (social media, events, email)
* - Pricing strategy
* - Promotions or loyalty schemes
* - Customer retention plans

# 6. Operational Plan

Describe how your business will operate day-to-day.

* - Business location
* - Equipment and tools
* - Staffing needs (if any)
* - Licences and regulations

# 7. Financial Plan

Provide your financial estimates and funding needs.

* - Start-up cost breakdown
* - Monthly cash flow forecast
* - Sales forecast and break-even point
* - Tax and VAT considerations

# 8. Appendices

Include any supporting documents or visuals.

* - Market research summaries
* - Product photos
* - Letters of intent
* - Insurance certificates

# Final Review

Check everything is complete and clear.

* - Have you answered all sections?
* - Are your financial figures realistic?
* - Have you included supporting documents?
* - Saved both PDF and editable versions?