

# UK Business Plan Template

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## 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?

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- - Saved both PDF and editable versions?

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