

Business Plan

Name of Business _____

Name of Owner _____

Business address and postcode _____

Business telephone number _____

Business email address _____

Business Summary _____

Business Aims

About Yourself

Why do you want to run your own business?

Previous work experience: _____

Qualifications and education: _____

Details of future training courses you want to complete:

Products and Services

What are you going to sell?

products ? _____

services ? _____

Describe the basic product/service you are going to sell:

Describe the other types of product/service you are going to be selling:

Additional information: _____

The Market

Who is your typical customer?:(describe)_____

Where are your customers based?_____

Why would customers buy your product/service?_____

What is important to your customers?_____

Are there customers waiting to buy your product/service?

If you answered “yes”, give details:_____

Marketing Strategy

<u>How are you going to promote your business?</u>	<u>How much will it cost?</u>
<u>TOTAL COST</u>	

Market Research

Who are your Competitors? _____

What services do your competitors offer?:

What services and products do your customers want? _____

Additional information: _____

Competitor Analysis

Table of competitors

<u>Name, Location</u>	<u>Product/service</u>	<u>Price</u>	<u>Strengths</u>	<u>Weaknesses</u>

What is good about your products and services?

<u>Strengths</u>	<u>Weaknesses</u>
<u>Opportunities</u>	<u>Threats</u>

<u>Unique Selling Point (USP) (what makes your products and services different from everyone elses)</u>
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Logistics

How will you deliver your products and services? _____

How Will you Take Payment? _____

Who are your Suppliers?

<u>Name and location</u>	<u>Items required and prices</u>	<u>Payment arrangements</u>	<u>Reasons for choosing supplier</u>

Equipment and Supplies Required _____

Legal requirements: _____

Insurance requirements: _____

Additional information: _____

Costs and Pricing Strategy

<u>Product/service name</u>	<u>Cost</u>	<u>Retail Price</u>

Financial Forecasts

<u>Month</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>Total</u>
<u>Month name</u>													
<u>TotalSales forecast</u>													
<u>Total Cost forecast</u>													
<u>Total Revenue Forecast</u> Sales – cost = Revenue													
<u>Product/service</u> sales													
<u>Product/service</u> cost													
<u>Product/service</u> revenue													
<u>Product/service</u> sales													
<u>Product/service</u> cost													
<u>Product/service</u> revenue													

A Beginners Guide to Starting Your Own Makeup Artistry Business in 30 Days or Less

<u>Product/service</u> sales													
<u>Product/service</u> cost													
<u>Product/service</u> revenue													
<u>Product/service</u> sales													
<u>Product/service</u> cost													
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Additional Notes
