



This document is for guidance only

1.0	Executive Summary	
1.1	A brief summary of your business idea Give a general explanation of your product or service and who you will market your product or service to.	
1.2	Personal details What skills and or experience do you have that will help with the business idea? Summarise your work experience and your CV. What qualities do you have which will help you run your own business?	How much money will you need? How will you access this money? How much will it cost to start? What will your breakeven point be?
2.0	MARKET RESEARCH	
2.1	Customer profile Who will your customers be? What do they want? Why do they buy? How do they hear about your product? What size is your target market? Customer references contact details	role to play? up?
2.2	Competition analysis How many competitors are there? What market share do they have? What are their strengths and weaknesses? How will your product or service compete? Where are they based and how do they operate?	n? in the
2.3	Suppliers Who are they? Why have you chosen them? What are your other options? Where do they place the product? What do they demand from you?	as? e with o the
3.0	SWOT Analysis	mark
3.1	Strengths, weaknesses, opportunities and threats	id thr

business planning guide

Write an analysis in relation to yourself / your business

