

Business Plan

|  |  |
| --- | --- |
| Business Name |  |
| Business Owner |  |
| Date |  |

|  |
| --- |
| **Section 1. Your Business** |

**Brief description of your existing/proposed business:** (What will the business actually be doing?)

|  |
| --- |
|  |

**Funding Purpose(s) and brief description of purpose for funding** (e.g. Working Capital, Equipment, Purchase of stock, etc.)

|  |
| --- |
|  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Planned Expenditure** | **€** | **Source of Funds** | **€** |
|  |  | * **Own Funds** * **Family Funds** * **Other Investors** * **Bank Loan** * **Microfinance Ireland Loan** * **Other** |  |
| **Total Expenditure** |  | **Total Funding** |  |

**Team: How many will you employ? Provide details of each person’s role within the business.**

|  |
| --- |
|  |

|  |
| --- |
| **Section 2. Business Owner’s Background** |

**Previous Work Experience:**

|  |
| --- |
|  |

**Qualifications/Education/Training:**

|  |
| --- |
|  |

**Additional Information:**

|  |
| --- |
|  |

|  |
| --- |
| **Section 3. Products and Services** |

**Describe the product or service you provide or are going to sell:**

|  |
| --- |
|  |

**Who are your potential/new customers?**

|  |
| --- |
|  |

**Product pricing: How much will it cost to provide? How much will you sell it for?**

|  |
| --- |
|  |

**What, if anything, have you sold to date?**

|  |
| --- |
|  |

**How will you market your product/service to attract new customers?**

|  |
| --- |
|  |

**What market research have you done (if any) to prove that there is a market for your product or service?**

|  |
| --- |
|  |

**Section 4. Table of competitors**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name, location**  **and business size** | **Product/service** | **Price** | **Strengths** | **Weaknesses** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

|  |
| --- |
|  |

**Why will customers buy from you and not from your competitors? How do you know?**