Business Plan
-sample template

1. Executive summary

This should summarise the plan. It should give anyone reading it with a quick and clear idea of what you are planning to do. It should be no more than 1 page and include the main points that you want the reader to remember.

> ➤ This section is written *after* the rest of the plan is complete!

2. Introduction; Vision, mission, values

- Brief statement on the purpose and duration of the plan.
- (Optional:) some context within which the plan was produced, what informed it and the process

- **Mission (Overall Aim)** – a Mission Statement is quite simply the aims and objectives or your organisation expressed in one or two sentences. It does not go into detail on what an organisation will specifically do, but it is a long-term statement of intent which should reflect the purpose for which the organisation was founded (*refer to Constitution's objects*). *Example: The empowerment of single mothers in North Kensington.*

- **Aims/Strategic Goals** – set out the key priorities of the organisation, in the medium to long term. *Example: To improve family relations; to campaign for better homes)*

Sometimes organisations have separate 'vision' ('dream scenario') and 'values' (guiding principles) statements. They might also simply state their *aims & objectives* instead of, or in addition to their mission statement. ***Don't get stuck with terminology*** – as long as your organisation is clear about what you are referring to and use your chosen terms consistently.

> ➤ Note: Once the mission statement has been established, it should not be challenged for an agreed period, except in exceptional circumstances, in order to give the organisation sufficient stability to work towards its agreed goals.

3. Background

- Brief background of the organisation (why, how, when it came into being)
- Location; geographical area covered and target group(s)
- Legal status (Charity registration; company registration)
- Some key events and characteristics of the organisation to date
- Achievements and track record