



# **Name of Service Business Plan Template**

**Applicant Name:** .....

**Address:** .....

.....

.....

**Telephone number:** .....

**Mobile:** .....

**E-mail:** .....

**Website:** .....

**Social media links:** .....

**Date of application:** .....

**Acknowledgements: Adapted from the Princes Trust and Start up Loans Business Plan**

This guide and template has been produced by Bettal Quality Consultancy. It is intended to provide general information and advice about developing a business plan for social care services. It is not intended to provide detailed or specific advice to individuals or their businesses.

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### 1.0 Description of the Business

*Describe here what your business is all about: how will it operate; what services it will provide; what is the vision for the company's future.*

### 1.1 Summary of the business:

*Give an overview of what you are going to do and how are you going to do it.*

### 1.2 Describe the service(s) the business is going to provide:

### 1.3 Describe how the service(s) will be sold:

### 1.4 What is the business mission (the main purpose of the business):

### 1.5 What is the business vision (where will the business be in one, three and five years):

*Be specific, realistic and set out your business aims that you think are achievable?*

### 1.6 What sets your business apart from the competition:

*Ask your self do you intend to focus on quality, have you identified a niche in the market. In essence what makes your service different.*

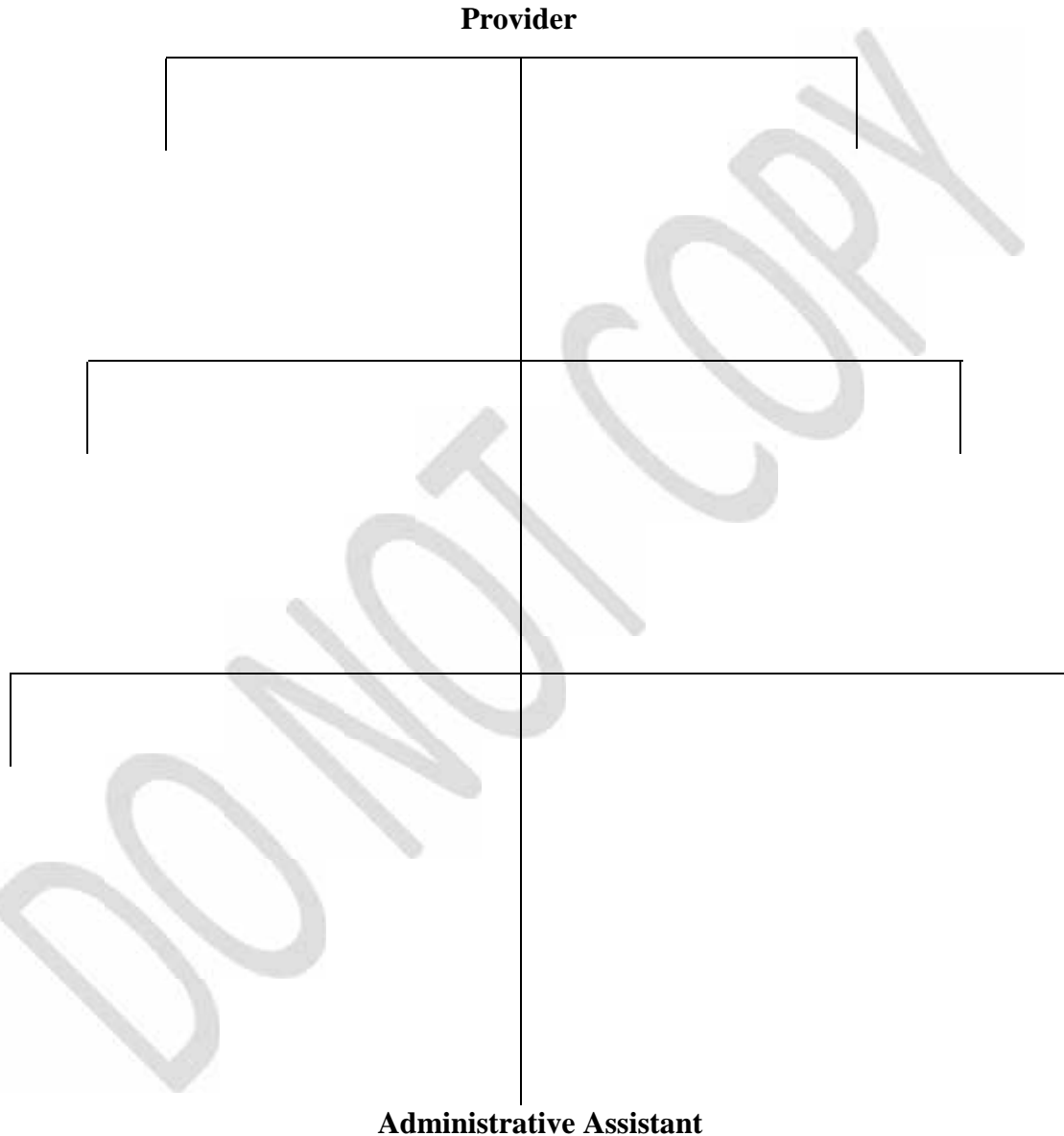
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**1.7 How will your service be staffed:**

**ORGANISATIONAL STRUCTURE**

This chart to be amended in line with (NAME OF SERVICE) organisational structure:



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### 2.0 About The Applicant

*Describe your background and why this business is right for you. Give a short account of your personal and business background detailing the areas that are relevant to this business.*

### 2.1 Why do you want to run your own business:

### 2.2 Previous work experience: *provide supporting documentation such as certificates you have earned.*

### 2.3 Education and Qualifications: *including any professional qualifications relevant to running the business.*

### 2.4 Hobbies and Interests:

### 2.5 Describe your knowledge and experience within the care industry:

*Link your industry knowledge back to your experience listed in 2.2 and 2.6 where possible.*

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- 2.6 Please list any other personal information relevant to this business:**  
*This may include your experience and existing connection with the care sector.*

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### 3.0 What Services Do You Plan to Offer

*Detail package of services this business will sell. Give an overview of the day to day business operations.*

### 3.1 How will the service be carried out:

*Include here staff will follow policies and procedures that meet the Fundamental Standards and Key Lines of Enquiry. The service will be designed to meet the preferences of service users.*

### 3.2 How much do you estimate it will cost the business to provide the service:

### 3.3 How much do you intend to charge for the service(s) to be sold to customers:

### 3.4 How will the service be delivered to the Service User:

*Delivery of the service following assessment and care planning.*

### 3.5 Are there any legal requirements that are necessary to start this business:

*Registration with the Care Quality Commission before operation of the service.  
Meeting the requirements of the Fundamental Standards and Key Lines of Enquiry.*

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- 3.6 Are there any insurance requirements that are necessary to start this business:**  
*Potential insurance requirements may include: Public Liability, Professional Indemnity, Employers Liability, Contract Dispute, Income Protection, Critical Illness, Life Cover, Automobile Insurance, Office or Home Insurance.*

- 3.7 What is the growth potential for your domiciliary care service:**  
*Include here forecast for business growth.*



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### 4.0 Outcomes for Service Users

*Include here*

- *Prompt and reliable service.*
- *A quality service based on best practice.*
- *A service that demonstrates it is responsive to service users choices and preferences in the delivery of the service.*
- *A service that meets the requirements of the care plan.*
- *Service users who are satisfied with the service.*

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### 5.0 Market Analysis and competition

*Understanding who your competitor companies are, where they are located and how they compare to your company is essential in planning any business and sales strategy. Carry out an analysis on the demand for services in your locality. Complete Appendix 2 Table of competitors.*

*Conduct a search on Google (and other search engines), Social Media, News articles and visit similar businesses' websites to gain information about the market that your business operate in.*

*Test the market through questionnaires and finding out what people want and need from a domiciliary care service.*

### 5.1 Describe the category of service user you will be providing a service to.

*Refer to your Statement of Purpose.*

### 5.2 How many service users will this business have the potential opportunity to reach:

*Outline the size of your market and the number of service users you estimate will take up your service.*

### 5.3 Why will customers buy your services instead of your competitors:

*You need to describe here what your service will offer that will make them decide to choose your service rather than your competitors.*

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### 6.0 Start up Costs

*This section should outline all the purchases and expenses necessary to get your business started. All of these costs will also be included in your Cash Flow Statement*

#### 6.1 What non-asset start-up costs must be considered:

*Start-up costs will go beyond the physical items that are necessary for your business. Please outline what other costs you must consider to start this business. These may include – renting a premises, electric/gas bills at that premises, developing a website, transporting staff to your customers, insurance for your business, staff wages, etc. All these costs should be considered in your Cash Flow Statement.*

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### 7.0 Marketing Plan

#### 7.1 How will you market and promote your business:

*Social media, flyers, word of mouth, newspaper/radio advertisement, comprehensive webpage, etc.*

#### 7.2 How much will it cost to market your business:

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### 8.0 SWOT Analysis into Strengths and Weaknesses

*You should carry out a SWOT analysis to identify your (Strength, Weakness, Opportunity, Threats).*

#### 8.1 What are your business' strengths:

*What gives your business an advantage over the competition?*

#### 8.2 What are your business' weaknesses:

*What places your business at a disadvantage compared to the competition?*

#### 8.3 What are the main opportunities available to your business:

*What people, elements, assets or connections can your business use to its advantage?*

#### 8.4 What are the main threats to your business:

*What elements of your environment or competition can cause your business trouble?*

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### 9.0 Back Up and Contingency Plan

#### 9.1 What do you plan to do if your business fails:

*Include here your plans.*

#### 9.2 How will you afford your loan re-payments if the business fails:

*Include here how you will meet your loan repayments.*

(NAME OF AGENCY)

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**10.0 Table of Asset/Equipment Purchases Appendix 1**

Item, Asset or Expense	Date Purchased?	Supplier	Price
Example: Business Cards	Yes	Moo Business Cards	£100
Printer			
Computer			
Office Stationery			

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**11.0 Table of Competitors Appendix 2**

	<b>Competitor Company Name, Location and Business Size</b>	<b>Type of Service offered</b>	<b>Price of comparable service</b>	<b>Strengths of competitor</b>	<b>Weaknesses of competitor</b>
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					