Mansfield
District Council

Business Plan

Contact name: _____
Tel number: _____
Email address: _____
Address: _____
_____
Post code: _____

Business name: _____
Website address: _____
Business address: _____
_____
Business post code: _____
(if not same as above)

Trading status:
- ☐ Sole trader
- ☐ Partnership
- ☐ Limited company
- ☐ Other: ……
- ☐ Not yet registered

Vat Registered:
- ☐ Yes
- ☐ No
- ☐ N/A

Number of employees?
(if applicable) _____

About the business

(Explain the fundamentals of the proposed business, history and about the owners and the purpose of the business plan)

What are you selling?

(Describe the products or services being offered, the pricing policy and delivery etc.)

About the owners/ management team

(A description of the skills of the staff/ owners including any training relevant to the management of business)

Legal

(Describe Legal Compliance you will need to comply with relevant to your business and activities. E.g. Licences/registrations/insurances, Fire Precautions, Health and Safety Regulations, Data Protection Act, planning etc.).

Operational plan

(Provide a plan of how the operations of the business will be developed e.g. production, suppliers, quality management, HR and distribution)

Carbon reduction plan

(How do you plan to measure and ensure you reduce or offset your carbon footprint either directly or indirectly)

Sales and marketing

(Strategy, forecast and milestones and justification)

Sales and Marketing plan

(Itemise who you are targeting and how you plan to reach them over the next 12 or 24 months)

Market research

(Illustrate what you know about your customers and you preferred market place. Include any market research and needs e.g. surveys, interviews, persona, experience, demographic statistics etc.)

Advertising and promotion methods and costs:

(e.g. Brochures/ leaflets/ direct marketing/ internet/ social media etc.)

Start-up or Growth cost

(Itemise what you need to purchase in order to support your start-up or business growth agenda)

Itemise and describe what you need to purchase	Cost
Total:	

Investment funding source

(Add amount where you expect the funding to come from to support your start-up or growth cost)

Inward investment description	Investment amount
Bank/ Loan	
Owner/self/family	
Grants	
Venture Capital/ business angel	
Crowd funding	
Sponsorship	
Other	
Total:	