

**Below is an example of a Business Plan content. This information can be flexible to suit the nature of your business proposal.**

Title Page

Executive Summary

Contents Page

## **1.0 Introduction**

## **2.0 Business Profile**

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- 2.3 Legal Structure
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  - 3.1.4 Threats
- 3.2 Competition Analysis
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Appendix G: Premises floor plan

Appendix H: Projected Income Statement

Appendix I: Projected Balance Sheet

Appendix J: Cash Flow Statement

Appendix K: Start up costs

Appendix L: Financing information

Appendix M: Advertisement example

Appendix N: Map of location

Appendix O: Industry research data

Name of Business?	
What does it sell / provide?	
Mission Statement?	
Slogan?	
Goals?	
Potential target market?	
Planned / possible location?	

What factors will dictate the price of your product/service?	
Planned marketing/advertising techniques?	
Planned number of staff needed? Skills? Qualification?	
Potential sources of finance?	
What issues will you need to particularly consider in regards to operations?	