A business plan really doesn’t need to be daunting, you most likely have all the information in your head already but haven’t necessarily put it all together in one place on paper.

It is simply a plan that will tell other people what you are going to do, why and how.

This is just a guide to get you started, it can be 2/3 pages or however big and in-depth you want to go. It’s your plan, you decide.

Pete & Cathy have over 30 years experience and are here to help and provide guidance [**team@abacuspf.co.uk**](mailto:team@abacuspf.co.uk) **or 01827 216 236**

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**Business Name**

Business Address

Contact Number

Email

**Business Plan**

**The New Business:**

What is the business

What will you offer

Why this location

**People Involved** (Directors/Partners)

* Full Name
* Date of Birth
* Home Address
* Email:
* Mobile:

* Background & Experience

**Timeline:**

Anticipated Timescales - Planned Opening Date - How long to build client base

**Future Growth Plans**

What

How

**Marketing Plans:**

What

How

**SWOT Analysis:**

Strengths:

Weakness:

Opportunities:

Threats:

**Financials**

Anticipated overall set up costs £

* Fit-Out £
* Equipment £
* Stock £
* Cash-Flow £

How will this be funded: £x Savings - £x Bank Loan - £x Family Loan/Other Loan

Required Funding - How Much & What for?

**Cash-Flow Forecast**

This should show anticipated and known income and expenditure over the first year. Don’t forget you are unlikely to generate as much income in Month 1 as Month 12.

Our cash-flow template may help

**Additional Information to support your application**

Provide a **Personal Net Worth Statement** for each Partner/Director of the business. This gives our underwriters some background into their personal financial situation.

Details of previous income (Accounts/Tax Calculations/P60/Salary Slips)