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# Template Business Plan

# Business Details

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**Business name:**

**Owner(s) name:**

**Business contact details:**

# Executive Summary

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***You may wish to complete this part last - after you have prepared your business plan. It is a quick overview of your business.***

**Aim/purpose of business**

**Description**

# Why

## You

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### **Why do you want to start your business?**

*eg to make money, to be your own boss, to be creative.*

### **Why are you the right person to start this business:**

*Do you have good knowledge of the product, eg do you use something similar?*

*Do you have any particular skills?*

# Why

Others

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## **Why is your product/service needed?**

*eg is it a more eco-friendly version of an existing product? Is it a completely new idea?*

## **Who are your competitors?**

*eg companies who are selling non eco friendly versions of your product*

## **Describe your 'USP' (unique selling point)**

*How is your product/ service different to others on the market?*

# What

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## **Describe your product/service.**

What does it aim to do/provide?

Where will you be selling it?

*eg online, in supermarkets, in specialist shops?*

## **Describe your market**

Who will your customer be?

*eg teenagers/ children/ families/ business people*

# How

## Selling

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### **Describe how you plan to promote your business**

How/where will you advertise? (Also think about how much this might cost)  
*eg on social media, in newspapers/ magazines, on TV, on radio*

