

# Your business plan

## Activity sheet



### My business idea

In no more than five sentences, describe your business idea and vision.



### Describe your product or service

What will you make, provide, do?



# Your business plan

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### Why is there a need for your business?

Explain your reasons.



### Who are your main competitors?

What are their strengths and weaknesses? What will you do to be different and better than them?

**STRENGTH**

**WEAKNESS**

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### My start-up costs

Tick all that apply and estimate cost

✓	Description	£	✓	Description	£	✓	Description	£
Office supplies:			Premises			Other costs/fees		
	Computer/printer			Shop			Solicitor/accountant	
	Phone			Office			Maintenance/repair	
	Stationery			Market pitch			Training	
	Other			Other			Other	
Marketing/promotion			Equipment/tools			Supplies/stock		
	Website							
	Flyers							
	Adverts							
	Other							

Estimate how much it costs to produce your product/deliver your service and how much you could charge for your product/service.

Cost	Retail price

# Your business plan

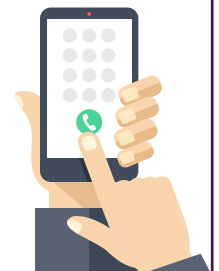
## Activity sheet



### How will you market and promote your business?

How will you attract your customers?

Think of three specific activities and how much these will cost.



### Finally, what is your USP (unique selling point)?

What mission statement or strapline describes your business?

What will make you stand out in the crowd?

