Appendix A – Simple Business Plan Template

(Part of the BPS Start-Up Toolkit – clarity, compliance, and confidence for new founders.)

Business Name: _____

Structure: ☐ Limited Company ☐ LLP ☐ Sole Trader

Mission Statement:

One-sentence summary of what your business does and why it exists.

_____

_____

_____

Products & Services

List your core offerings, pricing model, and what problem you solve.

Example: "Monthly consultancy for landlords - £250/month fixed fee."

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Target Market

Who are your ideal customers?

Describe location, industry, and buying motivation.

_____

_____

_____

_____

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Marketing & Sales

How will you attract and retain clients?

List 2–3 key channels (e.g. LinkedIn, website SEO, referrals).

Operations

Summarise location, staffing, suppliers, and technology used.

Financial Summary

Startup costs £ _____

Break-even point £ _____

Target monthly profit £ _____

Milestones (Next 12 Months)

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Risks & Mitigation

List main risks (cash-flow, staffing, compliance) and your plan to manage them.

Tip: Keep it concise; clarity attracts investors and keeps your focus sharp.

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