

- **Cover Page**

Include your business name and contact details

- **Index**

Include section title and page number

- **Summary**

Do this last; begin with some background information about yourself and the business and then summarise what is in the plan

- **Business details**

General details including business address, contact details, include legal status

- **Business Objectives**

What are you aiming to achieve in the business - short term - medium term - long term
Identify any risks to this happening and plans to minimise the risks

- **Key personnel**

May only be yourself; include a brief profile of experience and skills

- **Marketing Plan**

- Include a summary of:
 - market research
 - products/services
 - SWOT analysis
 - branding and image
 - pricing and how you compare in the market
 - marketing strategy, how, when by, by whom, costs, expected results

- **Finance**

sales forecast/profit and loss, cashflow forecast, survival budget

- **Operations**

Resources, premises, staffing, legal requirements, health and safety

- **Appendix**

Examples of marketing materials, business card, example pictures of products, brochures, term and conditions of business etc.