

BizFin.

BUSINESS PLAN

BUSINESS NAME / COMPANY NAME & LOGO

Prepared by:

Date: This Business Plan is strictly confidential and intended for the use of the recipient only.

There is considerable assistance available on how to design your ideal Business Plan, while acknowledging all businesses are individual, hence the information will vary for every business.

For a less complex business and lending proposal, a shorter Business Plan may be sufficient with key information covering a description of the business, market analysis, current sector position, staffing, along with an executive summary.

Where the business is a start-up, the Business Plan should additionally include in depth detail on the credentials, qualifications and experience of key management, accompanied by comprehensive, realistic financial projections, to include proposed loan repayments.

This Business Plan will accompany a separate Business Lending Application Form, which you will find in your Credit Union Business Pack. The Business Lending Application Form will outline the required financial information, please include any supplementary material that will strengthen your request.

Proposed Business Plan Headings

1	Name of business & contact details	<ul style="list-style-type: none"> • Include key personnel details, numbers & email
2	Business owners or directors	<ul style="list-style-type: none"> • Expand on industry experience & qualifications
3	The Business	<ul style="list-style-type: none"> • Cover the business history, goals & strategy
4	Products, services, customers & Marketing	<ul style="list-style-type: none"> • Describe the key products or services & unique selling points. • Concentrate on the benefits to potential or actual customers • Describe the business's typical customers • How the business will translate into sales
5	Business Risks	<ul style="list-style-type: none"> • Use SWOT analysis and describe the risks & mitigants
6	Legal Status	<ul style="list-style-type: none"> • i.e., Sole Trader, Partnership or Company
7	The project & loan finance	<ul style="list-style-type: none"> • Describe business aims & milestones • Uses & repayment of finance • Outline other sources of finance, i.e., grant aid, own funds
8	Financial information	<ul style="list-style-type: none"> • Break down of current loans, amounts, terms, repayments, security.
9	Staffing	<ul style="list-style-type: none"> • Outline the strength & experience of the team
10	Executive Summary	<ul style="list-style-type: none"> • Provide a brief summary of the business, the goals & required finances.

Optional Sections		
11	Names of advisors	<ul style="list-style-type: none"> • Maybe an Accountant or Solicitor
12	Key Suppliers	<ul style="list-style-type: none"> • Expand on credit terms & advantages of current suppliers
13	Key Business Assets	<ul style="list-style-type: none"> • Location, ownership, equipment & whether additional is needed

Appendix 1 Projections

Profit & Loss: Projections

	Year 1	Year 2	Year 3
	€	€	€
Sales			
Less Cost of Sales			
Gross Profit		0	0
Gross Profit %			
Overheads			
Wages			
Directors' salaries			
Rents			
Rates			
Insurance			
Light & Power			
Cleaning			
Marketing & Advertising			
Waste Disposal			
Accountancy			
Loan Interest			
Depreciation			
Other			
Sub total	0	0	0
Net Profit /Loss	0	0	0
Loan Repayments			
Taxation			
Surplus/Deficit	0	0	0

Please outline key assumptions to the above P & L figures.

Balance Sheet: Projections

	Year 1 €	Year 2 €	Year 3 €
Fixed Assets			
Land & Buildings			
Plant Equipment & Vehicles			
Other			
Sub Total			
Current Assets			
Stocks			
Debtors			
Cash & Bank Balances			
Sub Total			
Current Liabilities			
Creditors			
Taxation			
Dividends			
Current Borrowings			
Directors Accounts/Others			
Sub Total			
Net Assets			
Capital & Reserves			