

If you would like help with your business plan, get in touch.

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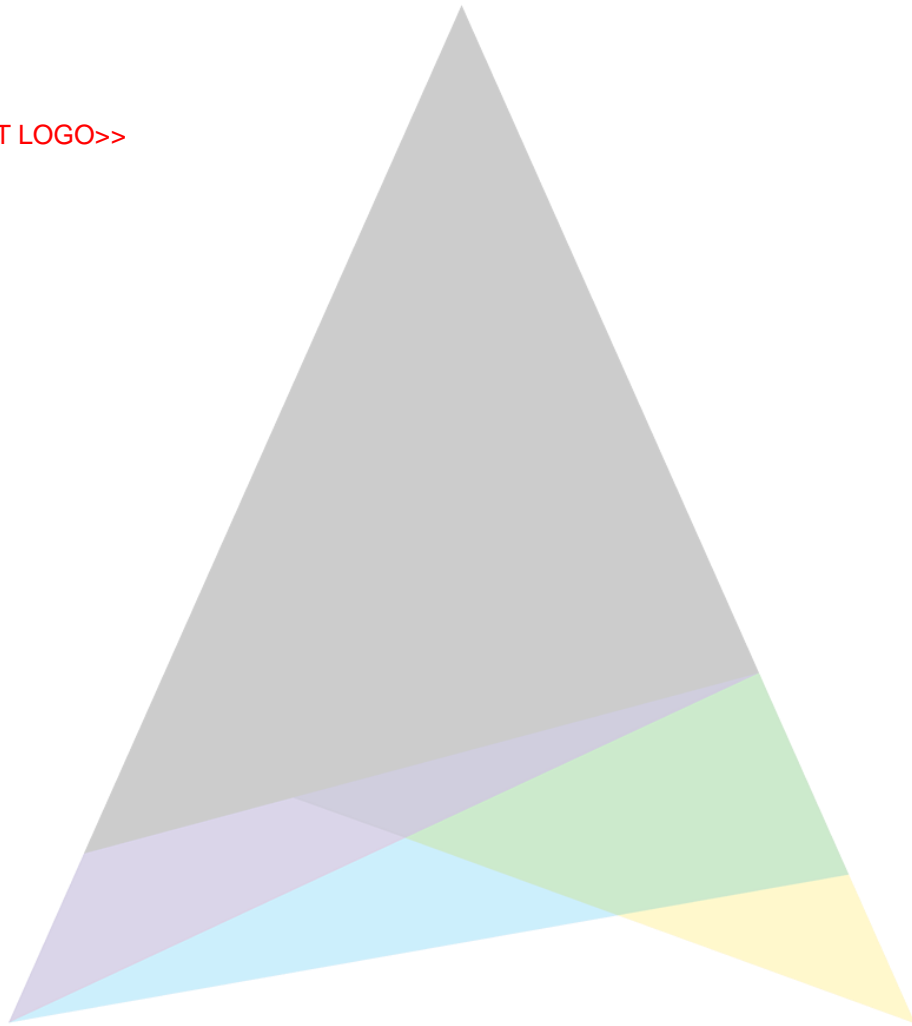
Telephone: +44 203 981 0105

Insert Brand Name

Business Plan

Insert Date

<<INSERT LOGO>>



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EXECUTIVE SUMMARY

The first section should be a concise overview of your business plan. It should be short, and must be well written. Your goal is to draw readers in so they want to learn more about your company.

Though this section appears first, consider writing it last, after you've worked out the details of your plan and can summarize your thoughts succinctly and accurately.

BUSINESS NAME AND LOCATION

Company Name	XXXX
Registered Address	Insert Address
Location	Insert Location
Website	Insert Website
Incorporation date	9 th May 2018
Company number	Insert Company number
Directors	Enter Name
Ownership	Enter Name – 100%
Investment	Mr Director 1 has made an initial equity investment of £200,000 into the company.

PRODUCTS AND SERVICES OFFERED

An overview of your products/services, customers, and suppliers.

What kind of products/services do you offer? Who do you target these products at? What makes your products better than your competitors? Who have you established deals with and what do you do with them?

PURPOSE

The specific purpose of the plan (to secure investors, set strategies, etc.)

What business are you in? ...and what wider industry? What is the need that your business exists to satisfy?

Every business exists because of some noticeable opportunity that you have discovered within the market. So you must clearly define the need and/or problem you are solving with this business.

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COMPANY DESCRIPTION

This high-level view of your business should explain who you are, how you operate and what your goals are.

THE HISTORY OF YOUR BUSINESS

A brief history, the nature of your business, and the needs or demands you plan to supply

Who runs your business? How and when was it set up? What is your reputation like? When did your business start to boom and significantly grow in size? Have you had any particular awards or significant achievements? Have you renamed at any point in time?

LEGAL STRUCTURE, PATENTS AND COPYRIGHT

The legal structure of your business (corporation, sole proprietorship, etc.). Relevant copyright, patent, or trade secret data

MISSION AND VISION STATEMENTS

What is the vision and mission of the company?

This builds on the previous question, and should be a concise statement that everyone in your business knows by heart.

COMPANY GROWTH AND FINANCIAL HIGHLIGHTS

A summary of company growth, including financial or market highlights

When was it started and what location? Who started this business? Do you have any current plans for expansion? Can you get a brief explanation from a company director? Do you have any high profile clients?

GOALS

A summary of your short- and long-term business goals, and how you plan to make a profit

Organizations often start with this question—but you cannot produce an effective plan without considering the preceding questions. Your goals need be action-oriented, and time-bound with specific targets or measures so that you can tell when you have arrived!

This should include any exit strategy/family involvement/longevity

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PRODUCTS AND SERVICES

Clearly describe what you're selling, with a focus on customer benefits.

Include details about suppliers, product or service costs, and the net revenue expected from the sale of those products or services. Consider adding pictures or diagrams.

In general, this section should include:

- *An explanation of the market role of your product/service and advantages it has over competitors*
- *Research and development activities that may lead to new products and services*

THE PRODUCTS AND SERVICES OF COMPANY

A detailed description of your product/service that emphasizes customer benefits

What products and services do you provide? How does your company differentiate itself? Describe your business model and competitive advantage. This will help you to outline how the business will sustain its position within the market. Are you offering the products or services your customer needs or wants? Are there gaps in what you're offering? Are you offering products or services nobody wants, or perhaps nobody will want tomorrow? This is really a question about innovation. Information about the product/service's life cycle

THE <<INSERT COMPANY NAME>> CLIENT

Who is your customer?

Who makes the decision to buy your product or service? Who needs your product or service? Who have been your customers in the past and who will they be in the future?

Who will you be targeting as customers? Narrowing down your target customer will help enhance and define your marketing strategy.

What does your customer value?

Talk to the customer and research what the customer values. How will your business satisfy the need? Introduce and describe the business itself. Consider including a mission or vision statement with objectives detailing how the business satisfies the need in the market.

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MARKET ANALYSIS

How big is the market you are entering? Are there any gaps? What do your competitors offer that you don't?

Only after understanding the industry you are entering – its size, attractiveness and profit potential – can you truly justify the opportunity.

Show your industry knowledge, and present conclusions based on thorough market research. Place detailed findings of any studies in an appendix.

THE BRITISH MARKET

Why the UK? What makes the market special or unique? Can you include a graph showing the market over previous years? Historical, current and projected marketing data for your product/services

THE INDUSTRY

An industry description and outlook, including statistics

Has anything changed that can give you advantage? i.e. any technological progressions.

What are others doing to give themselves an advantage? Are there any general trends that most companies are starting to do?



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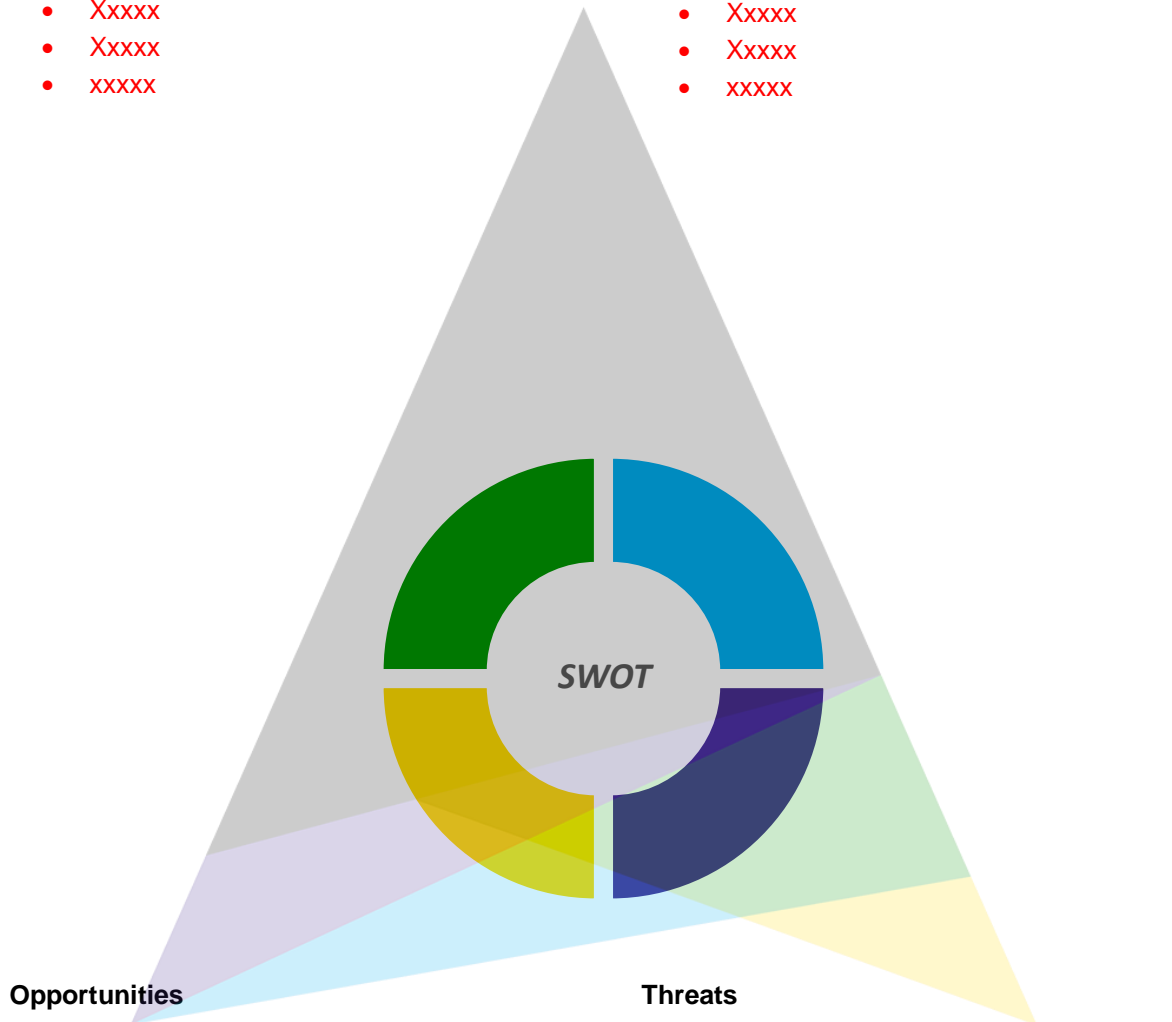
STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS (SWOT)

Strengths

- Xxxxx
- Xxxxx
- Xxxxx
- xxxxx

Weaknesses

- Xxxxx
- Xxxxx
- Xxxxx
- xxxxx



Opportunities

- Xxxxx
- Xxxxx
- Xxxxx
- xxxxx

Threats

- Xxxxx
- Xxxxx
- Xxxxx
- xxxxx

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COMPETITOR ANALYSIS

COMPANY	CATEGORY	DESCRIPTION	STRENGTHS	WEAKNESSES
Competitor 1	xxxx	xxxx	<ul style="list-style-type: none">• xxxx• xxxx	<ul style="list-style-type: none">• xxxx• xxxx
Competitor 2	xxxx	xxxx	<ul style="list-style-type: none">• xxxx• xxxx• xxxx	<ul style="list-style-type: none">• xxxx• xxxx
Competitor 3	xxxx	xxxx	<ul style="list-style-type: none">• xxxx• xxxx• xxxx• xxxx	<ul style="list-style-type: none">• xxxx• xxxx

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STRATEGY AND IMPLEMENTATION

Summarize your sales and marketing strategy, and how you'll implement them with an operating plan.

This section should include:

MARKETING STRATEGY

An explanation of how you'll promote your business to customers and enter the market. Details about costs, pricing, promotions, and distribution/logistics. Tools, web and Social Media

How do you plan to make yourself stand out from competitors? What is your target market? What marketing channels do you plan on utilising?

This requires more analysis, evaluating and tabulating to discover who needs to hear your message. Who are you reaching today, who should be on your target list and who shouldn't.

LOGISTICS & CLIENT FULILLMENT

- *Shipping, Storage, Warehousing.*
 - **Do you have. Warehouse and where? How big is it? Who operates it?**
 - **What do you do at this warehouse?**
 - **Is it solely yours?**
- *How will you measure your success?*
- *Organizations must track data about quality, customer needs, delivery times and other non-financial information that often is predictive of financial results.*

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ORGANISATION AND MANAGEMENT TEAM

Outline your company's organizational structure. Identify the owners, management team and board of directors. Is anyone taking on two roles?

ORGANISATIONAL STRUCTURE

<<INSERT ORG>>

Name the management team, board and advisers to the business. Highlight their expertise and experiences. An organizational chart with descriptions of departments and key employees.

Information about owners, including their names, percentage of ownership, extent of involvement within the company and a biography listing their background and skills. List of any advisors, such as board members, accountants, and attorneys

MANAGEMENT TEAM

Who do you have? Who do you need? How do you find more of the right people? Who will be the key players in the business?

*All organizations are built around people—having the “right people in the right seats” is critical, not just to current productivity, but to the future viability of the organization whether you plan to expand or exit. Consider *all levels*: leadership and management, product and project management, accounts and sales, production and key support departments.*

TRAINING AND DEVELOPMENT

How will you on-board, train and develop new people? Development requires management time and dollars and is critical to leverage your investment in new people and retaining[®] current people. This is your people maintenance budget, and cutting it has the same effect on your bottom line as cutting out oil changes and new tires for your car.

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FINANCIAL PLAN AND PROJECTIONS

This last section of your business plan should be developed with a professional accountant after you've completed a market analysis and set goals for your company. This last section of your business plan should be developed with a professional accountant after you've completed a market analysis and set goals for your company.

HISTORICAL FINANCIAL DATA

Historical financial data (if you own an established business), including income statements, balance sheets and cash flow statements for the past three to five years



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PROJECTED PROFIT AND LOSS

Profit / Loss		<<Insert Client name>>									
		Year 1		Year 2		Year 3		Year 4		Year 5	
Sales	£	-	£	-	£	-	£	-	£	-	
Direct Cost of Sales	£	-	£	-	£	-	£	-	£	-	
Gross Profit	£	-	£	-	£	-	£	-	£	-	
Gross Margin %		#DIV/0!		#DIV/0!		#DIV/0!		#DIV/0!		#DIV/0!	
Expenses											
Payroll	£	-	£	-	£	-	£	-	£	-	
National Insurance	£	-	£	-	£	-	£	-	£	-	
Advertising and promotion	£	-	£	-	£	-	£	-	£	-	
Website Development	£	-	£	-	£	-	£	-	£	-	
Depreciation - Computer & Van (5Y)	£	-	£	-	£	-	£	-	£	-	
Depreciation - Equipment & FF (10Y)	£	-	£	-	£	-	£	-	£	-	
Staff Pension	£	-	£	-	£	-	£	-	£	-	
Rent	£	-	£	-	£	-	£	-	£	-	
Rates	£	-	£	-	£	-	£	-	£	-	
Water charge	£	-	£	-	£	-	£	-	£	-	
Insurance	£	-	£	-	£	-	£	-	£	-	
Light / Heat	£	-	£	-	£	-	£	-	£	-	
Telephone and broadband	£	-	£	-	£	-	£	-	£	-	
Maintenance and repairs	£	-	£	-	£	-	£	-	£	-	
Website support/ IT related expenses	£	-	£	-	£	-	£	-	£	-	
Printing, postage and stationery	£	-	£	-	£	-	£	-	£	-	
Accountancy & Legal	£	-	£	-	£	-	£	-	£	-	
Mobile	£	-	£	-	£	-	£	-	£	-	
Bank charges	£	-	£	-	£	-	£	-	£	-	
Recruitment	£	-	£	-	£	-	£	-	£	-	
Depreciation - Company Car (10Y)	£	-	£	-	£	-	£	-	£	-	
Petrol	£	-	£	-	£	-	£	-	£	-	
Car Insurance	£	-	£	-	£	-	£	-	£	-	
Total Operating Expenses	£	-	£	-	£	-	£	-	£	-	
PBIT	£	-	£	-	£	-	£	-	£	-	
Interest Expense	£	-	£	-	£	-	£	-	£	-	
Taxes Incurred (19%)	£	-	£	-	£	-	£	-	£	-	
Net Other Income	£	-	£	-	£	-	£	-	£	-	
Net Profit	£	-	£	-	£	-	£	-	£	-	
Net Profit/Sales %		#DIV/0!		#DIV/0!		#DIV/0!		#DIV/0!		#DIV/0!	

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Supporting Notes

Sales	Insert text
Payroll	Insert text
Advertising and Promotion	Insert text
Website Creation	Insert text
Computers	Insert text
Other Equipment	Insert text
Rent	Insert text
Rates	Insert text
Insurance	Insert text
Website Support/ IT	Insert text
Accountancy & Legal	Insert text
Mobile Phone	Insert text
Company Car	Insert text



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PROJECTED BALANCE SHEET

Balance Sheet		<<Insert Client name>>									
		Year 1		Year 2		Year 3		Year 4		Year 5	
Assets											
Current Assets											
Cash	£	-	£	-	£	-	£	-	£	-	
Inventory	£	-	£	-	£	-	£	-	£	-	
Total Current Assets	£	-	£	-	£	-	£	-	£	-	
Fixed Assets											
Fixed Assets	£	-	£	-	£	-	£	-	£	-	
Accumulated Depreciation	£	-	£	-	£	-	£	-	£	-	
Total Fixed Assets	£	-	£	-	£	-	£	-	£	-	
Total Assets	£	-	£	-	£	-	£	-	£	-	
Liabilities and Capital											
Current Liabilities											
Other Current Liabilities (Tax)	£	-	£	-	£	-	£	-	£	-	
Subtotal Current Liabilities	£	-	£	-	£	-	£	-	£	-	
Fixed Liabilities	£	-	£	-	£	-	£	-	£	-	
Total Liabilities	£	-	£	-	£	-	£	-	£	-	
Paid in Capital	£	200,000	£	200,000	£	200,000	£	200,000	£	200,000	
Retained Earnings	£	-	£	-	£	-	£	-	£	-	
Earnings	£	-	£	-	£	-	£	-	£	-	
Total Capital	£	200,000	£	200,000	£	200,000	£	200,000	£	200,000	
Total Liabilities and Capital	£	200,000	£	200,000	£	200,000	£	200,000	£	200,000	

Supporting Notes

Cash	Taken from the Cash Flow Statement
Inventory	Insert text
Fixed Assets	Insert text
Other Current Liabilities	Corporation tax on profits at 19%
Paid in Capital	Total investment paid into the Company from the main shareholder

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PROJECTED CASH FLOW STATEMENT

Cash Flow Statement		<<Insert Client name>>									
		Year 1		Year 2		Year 3		Year 4		Year 5	
Cash from Operations											
Cash Sales	£	-	£	-	£	-	£	-	£	-	£
Subtotal Cash from Operations	£	-	£	-	£	-	£	-	£	-	£
Additional Cash Received											
VAT Received (Output Tax)	£	-	£	-	£	-	£	-	£	-	£
VAT Repayments	£	-	£	-	£	-	£	-	£	-	£
Subtotal Cash Received	£	-	£	-	£	-	£	-	£	-	£
Expenditure											
Expenditure from Operations											
Cash Spending	£	-	£	-	£	-	£	-	£	-	£
Bill Payments (Commission)	£	-	£	-	£	-	£	-	£	-	£
Subtotal Spent on Operations	£	-	£	-	£	-	£	-	£	-	£
Additional Cash Spent											
Vat Paid Out (Input Tax)	£	-	£	-	£	-	£	-	£	-	£
VAT Payments	£	-	£	-	£	-	£	-	£	-	£
Tax Paid	£	-	£	-	£	-	£	-	£	-	£
Purchase Other Current Assets	£	-	£	-	£	-	£	-	£	-	£
Subtotal Cash Spent	£	-	£	-	£	-	£	-	£	-	£
Net Cash Flow	£	-	£	-	£	-	£	-	£	-	£
Cash Balance	£	-	£	-	£	-	£	-	£	-	£

Supporting Notes

VAT Received (Output Tax)	Expected VAT to be received by the company at 20% of product sales
VAT Repayments	Insert text
Cash Spending	Total amount expected to be spent as part of day-to-day operations by the company
VAT Paid Out (Input Tax)	Expected VAT to be paid out on expenses
Tax Paid	Corporation tax paid at 19% of profits (as per profit and loss statement) in the following year for the previous financial period
Purchase Other Current Assets	Includes initial inventory and ongoing cost of products

Realistic prospective financial information, including forecasted income statements, balance sheets, cash flow statements and capital expenditure budgets for the next five years. A brief analysis of your financial data, featuring a ratio and trend analysis for all financial statements

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CAPITAL

Capital Investment Required	£200,000
Year 1 Start-up Costs	
Inventory	£xx,xxx
Payroll	£xx,xxx
National Insurance	£x,xxx
Advertising	£xx,xxx
Events & Exhibitions	£xx,xxx
Website Development	£xx,xxx
Computers & Printers	£x,xxx
Renovations and Fixtures & Fittings	£xx,xxx
Staff Pension	£x,xxx
Showroom Rent & Bills for 1 Year	£xx,xxx
Insurance	£x,xxx
Website support/ IT related expenses	£x,xxx
Office Supplies	£x,xxx
Accountancy & Legal	£xx,xxx
Maintenance & Repairs	£xxx
Mobile	£x,xxx
Travel Expenses	£xx,xxx
Office Party	£xx,xxx
Total Expenditure by UK Business	£xxx,xxx

What are the economics of your business? Define your revenue streams including pricing structure, costs, margins and expenses. How much money is required to get your business started and generating revenue?

Identify needed capital requirements by determining where your business stands today, and what is needed in order to move forward. Also, if you are in need of outside funding, what will be the sources and uses of funds requested.

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