

The Enterprise Club Business Plan Template



THE UNIVERSITY OF
NORTHAMPTON
Enterprise Club

START AT THE BEGINNING...

Business Details

Business and owner details:

Business name:

Owner(s) name:

Business address and postcode:

Business telephone number:

Business email address:

Home address and postcode:
(if different from above)

Home telephone number:
(if different from above)

Home email address:
(if different from above)

THE MARKET

4.1 Describe your typical customer:

4.2 Are they Individuals/business/both:

4.3 Where are your customers based?

4.4 Why would your customers buy your product/service?

4.5 What factors help your customers choose which business to buy from?

4.6 Have you sold products/services to customers already?

Yes

No

If you answered yes, give details below

4.7 Have you got customers waiting to buy your product/service?

Yes

No

If you answered yes, give details below

4.8 Additional information

MARKET RESEARCH

5.1 Key findings from desk research:

5.2 Key findings from field research– customer questionnaires:

5.3 Key findings from field research– test trading:

Lined writing area for section 5.3

5.4 Additional information:

Lined writing area for section 5.4

MARKETING PLAN

What are you going to do?	Why have you chosen this marketing method?	How much will it cost?
Total cost		

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What are you going to do?	Why have you chosen this marketing method?	How much will it cost?
Total cost		

YOUR COMPETITOR

Weaknesses					
Strengths					
Price					
Product/service					
Name, location and business size					

Name, location and business size	Product/service	Price	Strengths	Weaknesses					

MARKETING PLAN

Strengths

Weaknesses

Opportunities

Threats

OPERATING

8.1 Production:

8.2 Delivery:

8.3 Payment methods and terms:

8.4 Suppliers:

Name and location of supplier	Items required and prices	Payment arrangements	Reason for choosing

8.5 Premises:

8.6 Equipment:

		If being brought		
Item required	Already owned	New or second hand?	Purchased from	Price

8.7 Transport:

8.8 Legal requirements:

8.9 Insurance:

8.10 Management and staff:

8.11 Additional Information:
