

QLS Business plan template



Sample

Executive summary		
Business name		
Business structure		
Personnel		
Service offerings		
Current market position		
Business objectives (SMART)		
Financial targets		
Start-up funds required		
Research and Analysis		
Client analysis		
Competitor analysis		
SWOT analysis	Strengths (internal)	Weaknesses (internal)
	Opportunities (external)	Threats (external)
Resulting possible strategies		



Sample

Marketing Plan	
Marketing objectives (SMART)	
Your value proposition / unique selling point	
Target market	
Market positioning	
Key marketing messages	
Key marketing actions	
Operational Plan	
Operational objectives (SMART)	
Staff	
Training & development needs	
Equipment needs	
Premises needs	
Systems & procedures	
Key operational actions	
Financial Plan	
Financial objectives (SMART)	
Start-up funds	
Profit and loss budget	
Cash-flow budget	
Balance sheet	
Sources of finance	