Bank of Ireland (S)

Business Plan Template

Business Plan Template

When it comes to making the most of your business, Bank of Ireland is here to support you in any way we can. We've put together a sample business plan template which illustrates the key areas to focus on when deciding the best direction for your business.

This plan will help you set out the main challenges involved in turning your idea into a successful business venture. As well as helping to fine-tune the key business objectives, it will also help to make for a more informed discussion with your financial institution or any potential investors.

Business Plan Summary

Date			
Personal details			
Promoter/company name			
Key contact address			
Phone number			
Email address			
Bank details			
Account name			
Account number			
Account sort code			
Key contact in branch			

Business details		Product/service details	
Main business activities	Describe the primary activities of your business	Product or service type	E
Business objectives	Outline the reasons for writing this business plan and what you hope to achieve	Key benefits of product/service	De
Legal form of business	Example - Sole trader/partnership/limited company etc	Market details	
Key people details	Outline why this key person(s) is important to the business	Target market	Profile your t
Accountant details		Delivery channels	How will your e
Number of employees	Year 1:	Competitors	Outline the str
	Year 2:		

Results of feasibility study undertaken

Promotion/marketing

Describe the product/service in detail

etail how this product/service will meet the needs of potential customers

target market, e.g. age, gender, marital status, etc

product/service be delivered to your target market, e.g. retail outlet, online distribution, etc

engths and weaknesses of your main competitor(s)

How will you promote/advertise your product(s)/service

Display results from your market research, e.g. talking to potential clients, researching the market, etc

Financial details	
Sales (year 1)	Expected level of sales year 1:
Sales (year 2)	Expected level of sales year 2:
Credit terms	Specify your plan to offer credit to customers and if so over what period of time, e.g. 30 days, 60 days, etc
Premises	Are your premises owned, rented or are you yet to find a premises? What is the location if known and the financial details, e.g. rent, value etc?
Funding details	This is the total figure required to deliver your product/service, taking into account the manufacturing/production costs, cost of premises, delivery to market costs, promotion costs, etc
Owners own input	Value of personal funds being invested in project:
Other sources	E.g. grants, investor contribution etc
Bank funding	Specify the amount required/committed to by the Bank:
Appendices	
Examples of documents to acco • Management CVs • Cash flow forecast for the fi • Forecast Trading Profit and	

Notes



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