

Business Plan

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Confidentiality Agreement

Signature

Name:

Date: / / 2020

Signature

Name:

Date: / / 2020

1. Executive Summary

€'000	YEAR 1	YEAR 2	YEAR 3
Sales			
Exports			
Net profit before tax			
Investment			
Employment (numbers)			

2. Company Description

2.1 Promoters & Shareholders

2.2 Advisers

2.3 Legal Status

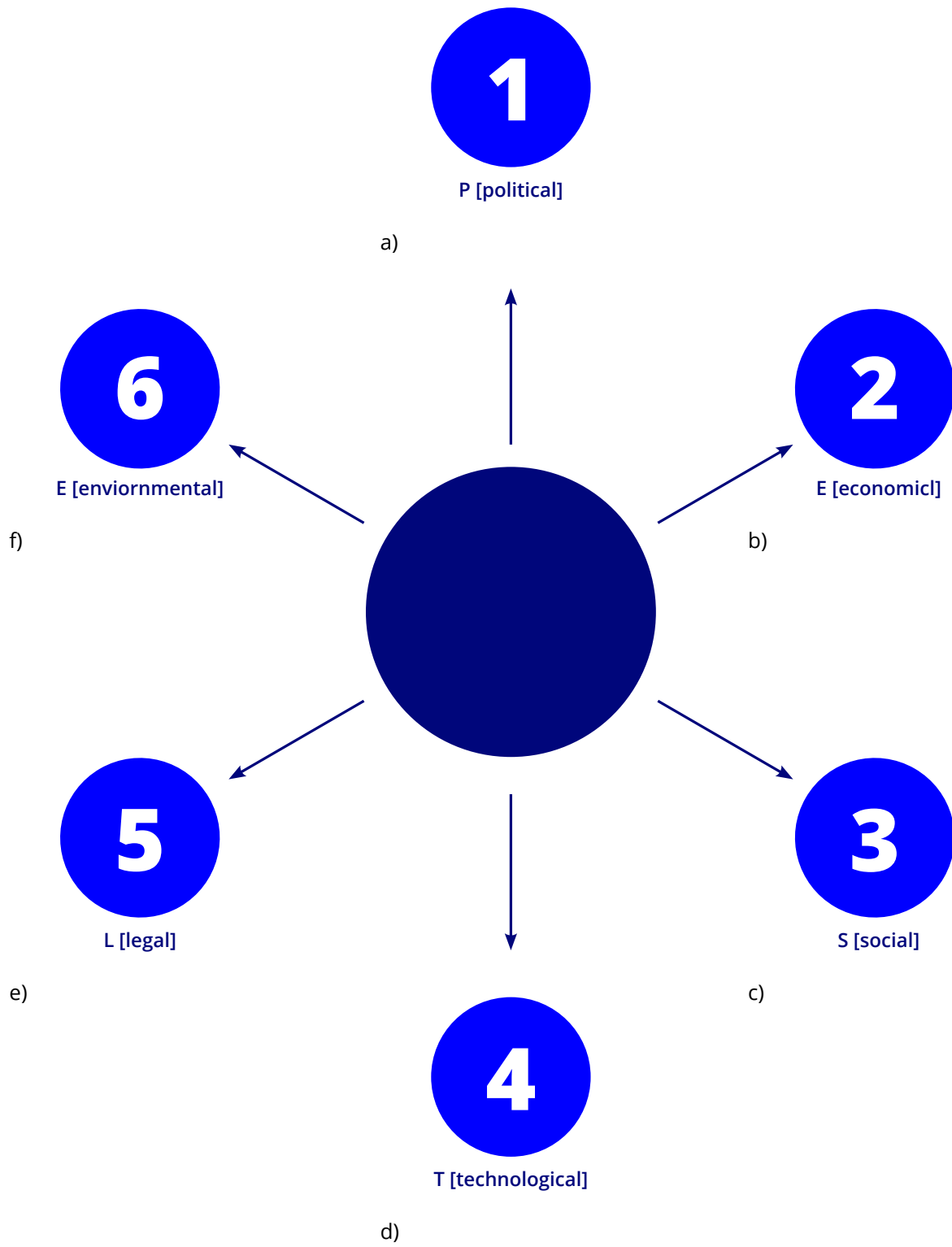
2.4 Main Product & Services

2.5 Long-term Aim of the Business

2.6 Business Goals

a)	
b)	
c)	
d)	

3.1 Pestle Analysis



3.2 SWOT

Strenghts	Weakness
a)	a)
b)	b)
c)	c)

Opportunities	Threats
a)	a)
b)	b)
c)	c)

3.3 Competitor Analysis

[Insert details below]

4. Market Sales

4.1 Customer Trends & Opportunities

Segment name	Segment characteristics	Estimated number of potential customers	Segment revenues/potential	Other

4.2 Marketing / Sales Strategy

4.3 Sales Strategy

4.4 Pricing

4.5 Customer Service

5 People

5.1 Details of Key Employees

a) Name	b) Position	c) Role	d) Responsibilities	e) Qualifications

6. R&D, Business Assets

6.1 Research & Development

6.2 Business Assets

7. Financial

7.1 Financial Information

7.1 Financial Information (cont)

1st	2nd	3rd

7.2 Assumptions

a) Sales levels	
b) Cost of sales	
c) Overheads	
d) Investment required in fixed assets	
e) Preferential distribution agreements you hope to achieve	
f) Any problems you envisage and their impact	

7.3 Funding Requirements

Sources of Funding	Application of Funding
a)	a)
b)	b)
c)	c)
d)	d)
e)	e)

8. Appendices

8.1 Financial Information