

Business Plan

Disclaimer:

We do not accept any liability for the information or consequences of any actions taken based on the information contained on this document or website. You should not rely on any information contained on the document or website in relation to a specific issue or decision without taking financial, banking, investment or other advice from an appropriately qualified professional adviser. We take no responsibility for the accuracy of information contained in the materials contained on this website and we do not make any representations or warranties in respect of such information. Please refer to our Terms & Conditions for the use of the Bank of Ireland Group Website for further details.

Bank of Ireland is regulated by the Central Bank of Ireland. By proceeding any further you will be deemed to have read our 'Terms of Use & Conditions for the use of the Bank of Ireland Group Website' and the 'Privacy Statement' both available on the Bank of Ireland Group Website.

Prepared for

by

Contents

Confidentiality Agreement	3
Explanation of Confidentiality Agreement	3
1. Executive Summary	4
2. Company Description	4
2.1 Promoters & Shareholder	5
2.2 Advisers.....	5
2.3 Legal Status.....	5
2.4 Main Products & Services	5
2.5 Long-term aim of the Business.....	6
2.6 Business Goals.....	6
3. Market Analysis	6
3.1 Pestle Analysis	6
3.2 Swot Analysis	7
3.3 Competitor Analysis.....	8
4. Market & Sales	8
4.1 Customer Trends & Opportunities	8
4.2 Marketing / Sales Sstrategy.....	9
4.3 Sales Strategy	9
4.4 Pricing.....	9
4.5 Customer Service	10
5. People	10
5.1 Details of Key Employees.....	10
6. R&D, Business Assets	11
6.1 Research & Development.....	11
6.2 Business Assets	11
7. Financial	11
7.1 Financial Information	11
7.2 Assumptions.....	12
7.3 Funding Requirements	13
8. Appendices	13
8.1 Financial Information	13

Confidentiality Agreement

Signature

Name:

Date: / / 2 0 1 9

Signature

Name:

Date: / / 2 0 1 9

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

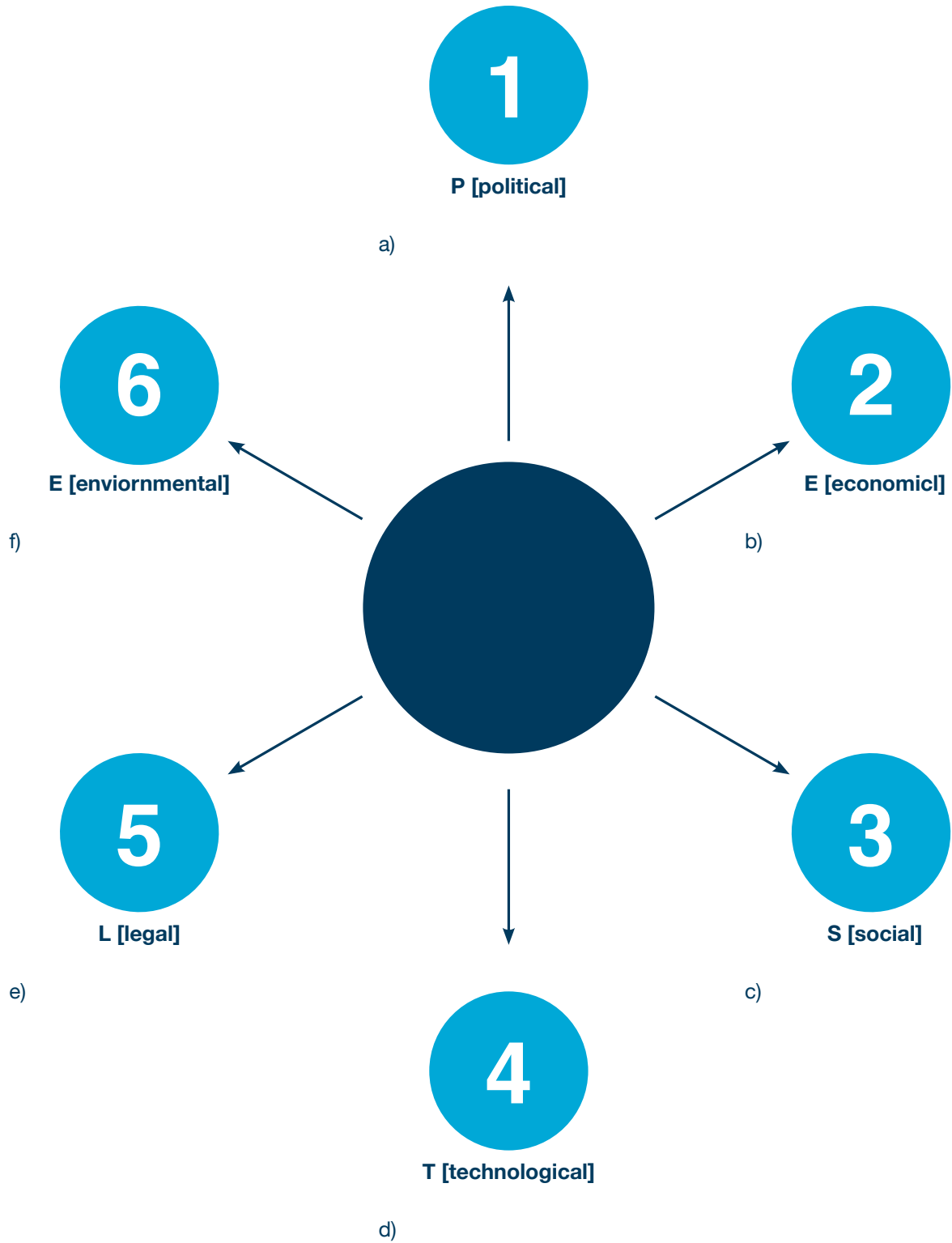
2.5 Long-term Aim of the Business

2.6 Business Goals

a)	
b)	
c)	
d)	

3 Market Analysis

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

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