**Business Plan Template with Guidance**

**Note:** This example uses a fictional business — “Bright Bean Coffee Co.” — as a placeholder. Replace these details with your own when editing.

**1. Executive Summary**

**What this section is for:**  
A concise snapshot of your business, outlining the essentials — what you do, who you serve, and why you’ll succeed. Keep it to **1–2 pages maximum**, even if your plan is long. Investors often read this first (and sometimes only).

**Example (replace with your own):**  
Bright Bean Coffee Co. is a Manchester-based artisan coffee shop and roastery, offering premium ethically sourced coffee, fresh pastries, and a welcoming workspace environment for freelancers and professionals. We aim to become the go-to coffee destination in Manchester city centre within 12 months, combining quality products, exceptional service, and community-focused events.

**Include in your version:**

* Business name, location, and structure (sole trader, Ltd company, etc.)
* What your business does
* Your unique selling point (USP)
* Brief target market description
* High-level financial overview (sales, profit forecast)
* Funding required (if any)

**2. Business Description**

**What this section is for:**  
Give readers a clear understanding of your business background, mission, and vision. Explain the opportunity and why you’re starting the business now.

**Example:**  
Bright Bean Coffee Co. will provide customers with top-quality coffee made from beans roasted on-site. The business will focus on sustainable sourcing, using local suppliers for food products where possible. We will also host events such as coffee tastings, latte art workshops, and networking mornings to build a loyal customer base.

**Include in your version:**

* Company history (if applicable) or start-up story
* Mission statement (your core purpose)
* Vision statement (where you want to be in 3–5 years)
* Industry overview and trends
* How your business fits into the current market

**3. Products and Services**

**What this section is for:**  
Detail exactly what you’re selling or offering. Be clear about features, benefits, and pricing. Explain what makes your products/services better than the competition.

**Example:**  
Our core offerings include:

* Freshly roasted coffee beans, available for purchase in-store and online
* Espresso-based drinks, cold brews, and speciality lattes
* Fresh pastries and light snacks from local bakeries
* Coffee workshops and tasting events

**Include in your version:**

* Product/service list with short descriptions
* Key benefits for customers
* Pricing structure (or planned pricing strategy)
* Any intellectual property, trademarks, or patents
* Future products/services you plan to add

**4. Market Analysis**

**What this section is for:**  
Demonstrate that you understand your market, your customers, and your competitors. This is where you show you’ve done your research.

**Example:**  
The UK coffee shop market is valued at over £4 billion and continues to grow. Manchester’s city centre footfall has risen by 8% year-on-year, with a thriving freelance and remote-working population. Our main competitors are national chains such as Starbucks and Costa, as well as independent coffee shops. We differentiate ourselves through our on-site roasting, ethical sourcing, and community events.

**Include in your version:**

* Industry size and growth trends
* Your target customer demographics and buying habits
* Competitor analysis (strengths, weaknesses, opportunities)
* Gaps in the market you’ll fill
* Market challenges and barriers to entry

**5. Marketing and Sales Strategy**

**What this section is for:**  
Explain how you’ll attract and retain customers. This is where your branding, advertising, and sales approach comes in.

**Example:**  
We will launch with a social media campaign targeting Manchester coffee lovers, combined with influencer partnerships. Our loyalty app will reward repeat customers with free drinks and exclusive discounts. We’ll also run monthly events to encourage footfall and increase brand awareness.

**Include in your version:**

* Branding and messaging strategy
* Pricing strategy (premium, value, etc.)
* Advertising channels (online ads, flyers, PR, events)
* Social media and content plan
* Sales process (how you convert leads into customers)
* Customer retention strategies

**6. Operations Plan**

**What this section is for:**  
Outline how the business will run day-to-day. Include locations, suppliers, staffing, and operational processes.

**Example:**  
Our coffee shop will operate from a 1,500 sq. ft. location in central Manchester, open 7am–6pm daily. We will have 6 staff members, including baristas, a store manager, and a part-time accountant. Coffee beans will be sourced from ethical farms via a UK-based importer, and pastries will be supplied by two local bakeries.

**Include in your version:**

* Business location(s)
* Equipment and technology
* Suppliers and partners
* Staffing needs and organisational structure
* Production process or service delivery process
* Legal/regulatory requirements

**7. Management and Organisation**

**What this section is for:**  
Show that your leadership team has the skills to succeed.

**Example:**  
Bright Bean Coffee Co. is led by Jane Smith (Founder), who has 10 years of hospitality management experience and a passion for artisan coffee. She will be supported by Tom Brown (Head Roaster), a certified Q-grader with experience in coffee sourcing.

**Include in your version:**

* Owner(s) and key management profiles
* Relevant experience and skills
* Roles and responsibilities
* Advisory board members (if applicable)

**8. Financial Plan**

**What this section is for:**  
Show how the business will make money and that you’ve thought through your numbers.

**Example:**  
**Start-up Costs:** £60,000 (equipment, lease deposit, initial stock, marketing)  
**Year 1 Projected Revenue:** £150,000  
**Year 1 Projected Profit:** £35,000  
Break-even point expected within 10 months.

**Include in your version:**

* Start-up cost breakdown
* Projected profit & loss for 1–3 years
* Sales forecasts (monthly or quarterly)
* Cash flow forecast
* Break-even analysis
* Funding requirements and repayment plan (if applicable)

**9. Appendix**

**What this section is for:**  
Attach any supporting documents that make your case stronger.

**Include in your version:**

* Resumes of key staff
* Detailed market research
* Product photos or mock-ups
* Supplier contracts or letters of intent
* Lease agreements
* Any legal documents

✅ **Tip:** Once filled in, your business plan should be **clear, realistic, and well-presented**. Use plain English, avoid jargon, and keep it focused on showing why your business will succeed.