

# Structure of a Business Plan

## 1 Executive Summary

- Completed once the whole plan has been written

## 2 Introduction & Mission

- Purpose & duration of the plan
- 30-40 word statement describing what drives the organisation, what is unique about the organisation, and identifies the outcomes and benefits it provides

## 3 Organisation Background

- How organisation began, and why it began.
- Key events and characteristics of organisation
- Legal status, and location
- What organisation provides and who to
- Number of customers
- Relation to community organisation is situated in
- Partnerships and relationships with other organisations (voluntary and others)

## 4 Current Situation

- Achievements
- Strengths & weaknesses
- Development of organisation

## **5 Market Analysis / Research – or Evidence of Need**

- SWOT analysis
- PEST analysis
- Needs analysis/monitoring information
- Other specific research carried out by organisation

## **6 Strategic Aims & Objectives**

- Core aims of the organisation
- Strategic aims for the duration of the business plan
- Strategic objectives for the duration of the business plan

## **7 Marketing & Publicity**

- How organisation will advertise
- How you will make sure nobody is excluded from advertising
- How you will target the people you would like to reach

## **8 Track Record and Resources**

- How can the organisation prove that it can deliver and has delivered in the past
- Key past successes
- Key staff and their qualifications and experience
- Systems that are in place to aid delivery
- Current resources including staff, and staff management structure
- Outline of additional resources needed for duration of business plan

## **9 Financial Plan**

- Outgoings – in table format
- Income – projected income and sources of income
- Outline of fundraising plan
- Financial management systems in place

## **10 Monitoring & Evaluation Processes**

- How will you measure your success
- How will you make sure you reach targets
- How will you collect information – who will do it and when
- How will information collected feed into improving the organisation, and who analyses the information collected

## **11 Implementation Plan**

- Outline of the phased actions to implement the plan
- Integrates objectives with activities and includes some reference to risk analysis

## **12 Exit Strategy**

- Who will be responsible for handling that activity?
- Is there a local agency to which it should be transferred?
- How will the activity be transferred?
- Are there performance specifications to be maintained?
- How will it be funded?
- How will it be monitored?
- What will be the role of the community in managing or monitoring?