



Business Plan



EUROPEAN UNION
Investing in Your Future
European Regional
Development Fund 2007-13

INTRODUCTION

A business plan is a planning document that outlines in words and figures your proposed business idea.

When you are considering starting a new business or developing an existing one, there are many aspects to think about and putting these things down in black and white will help to highlight the areas you need to consider. In order to complete the Business Plan fully, you will need to carry out sufficient investigation into customer requirements and local competition. This procedure in itself is a good exercise in business management, a skill needed by all effective business people.

The business plan is a monitoring tool for you. When you first begin your business you will have a tremendous amount of things to do and there is always the temptation, once you have started your business, to open up a drawer, drop the Business Plan in, and then forget all about it! But it is important to keep it close at hand, and to look at it monthly to see how you are progressing. Are you still following the plan? If not, how are you able to rectify the situation?

It is very easy in the early days to feel that you are doing well because you are busy and there is cash in the bank but you need to keep an eye on the future. This is your Business Plan – you are responsible for its contents and projections. A Business Plan also needs to be a working document which is monitored and updated on a regular basis.

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1. BUSINESS INFORMATION

Name(s) of Owners, Partners or Directors	Shelly & Dennis Chapman
State whether Sole Trader, Partnership, Limited Partnership, Limited Company or Cooperative	
Business Name, if you have chosen one	Dens Place
Postcode	DN39 6XF
Contact Address	The Grange,
	Station Road
	Thornton Curtis, Ulceby
	North Lincolnshire
Post Code	DN39 6XF
Telephone No	
Mobile	07729 767517
E-mail Address	Den2121shelc@hotmail.com
Website Address	

2. **SUMMARY SHEET**

Tom be completed once all the other sections are finished, and to include -

An overview of the business idea and where it will operate from

How it will trade

The Product / Service

Details of key personnel and staff

Financial information

3. BUSINESS DETAILS

An Introduction to the Business

My business idea
To provide a petting zoo and possible café for the general public and groups of people to visit. Includes – Local schools and community groups, speciality education schools & disabilities Visitor/educational centre People with SENCO helping out/working/volunteering who wouldn't normally work in a normal working environment. Providing work experience

My product/service
Animal to pet and feed Café to provide food and drinks Local and homegrown produce to sell

My reasons for wishing to set up this type of business
To give my son who has learning difficulties and medical problems a chance to help run a family business, this will also help provide local people/groups with fresh produce to buy and come visit/pet animals. To provide educational visits for local schools/groups including disability schools/groups

Business Objectives

The short term (1 year) objectives for my business

To build up a successful business venture, to provide a local family run business and help produce and sell local and homegrown produce. To provide somewhere for local groups/schools & individuals to visit inc food and drink.

Small pets – Rabbits, chickens, ducks, alpacas, pigs

Visitor centre including a café this is to be run by my son and the rest of our family and also provide work experience for individuals with learning disabilities similar to my son and work alongside schools and groups.

The medium term (3 years) objectives for my business

Expand

More staff

More animals

The long term (5 years) objectives for my business

Well established and successful run family business, providing local people with jobs. Including those individuals with disabilities.

4. MARKET RESEARCH

Market Research – Competitors

Who are they?	How do they promote their business?	How will they react to your business venture?	In terms of quality, price, promotion, distribution, strengths and weaknesses	
			Advantages you have over them	Advantages they have over you
Deepdale Garden Centre	Local advertising, word of mouth, social media	Encouraging, happy	Home grown produce, animals	Already established, cafe
Elsham Hall & Country Gardens	Local/regional advertising, newspaper, social media	Welcoming	Home grown produce, animals	Already established, cafe
Tea@6	Local advertising, word of mouth, social media	Encouraging, happy	Home grown produce, animals	Already established, cafe
Hall Farm Park	Local/regional advertising, newspaper, socail media	Welcoming	Home grown produce	Already established , cafe

Market Research – Trade Suppliers

Trade suppliers identified that are key to the delivery of the business

Supplier	Item	Why	What credit terms will they offer and when?
Pipers Crisps	Crisps	Local family run business	TBC – Pay as you go
Shawbriggs Farm	Fruit & Veg	Local family run business	TBC - Pay as you go
Greens on Wheels	Fruit & Veg	Local family run business	TBC – Pay as you go
Crisp and Fresh	Fruit & Veg	Local family run business	TBC – Pay as you go

Market Research – Customers

Who are your customers?	General public Educational groups inc disability groups/schools Schools
Why will customers buy your product or service?	Local and homegrown produce will be available to buy
How will they find out about your product or service?	Local advertising, word of mouth, social media
How often do you think they might buy your product or service?	Weekly/fortnightly/monthly
Is your market expanding or contracting and why?	Expanding
Give reasons why your business will succeed.	Something different to offer as nothing similar in the area, great local support. Personal invested interest and determination

Primary & Secondary Research

Primary Research (that I have carried out)
Type of Survey
Talking to people Looked at competition and business in the area Talked to schools and educational groups etc Deepdale Garden Centre (Barton) Tea@6 – (Ulceby) Elsham Hall - (Elsham) Hall Farm - (North Kelsey)
Results
Positive feedback A need for it as nothing similar in the area providing this kind of service

Secondary Research (eg data from published sources)
Type of Survey
National statistics on line
Results
National statistics – A rise in café's opening over the last few years, confirming a need for places like this.

5. KEY PERSONNEL

Key People and their Roles

Personal information, qualifications, career history, experience, personal profile.			
Name	Shelly Chapman Dennis Chapman	Date of Birth	29.06.1977 04.11.1999
Career History	Accounts Clerk Full time student		
Personality	Confident, bubbly, outgoing, determined Reserved, building confidence, determined		
Experience (including qualifications)	Over 15 years accounts experience running a sage software package, xero & receipt bank inc payroll Studying maths, english, pe, horticulture, animal care, food hygiene		
Motivation	Highly motivated and driven people person, hardworking , dedicated and willing to learn Willing to learn, dedicated and hardworking		

Contingency plan if unable to work through illness / injury, etc
Have family on hand 24/7 to help out

Do you hold a Valid UK Driving Licence? If not how will this impact on how you operate your business?
Full uk driving licence No licence

Skills Analysis

(For each skill rate yourself from 1-5)

Please complete for self and separately for other personnel.

1= none, 5 = high

Business Skills	1	2	3	4	5
Planning				x	
Market Research				x	
Marketing				x	
Financial forecasting				x	
Book keeping					x
Occupational Skills	1	2	3	4	5
Are you good at what you intend to do?					x
Do you have relevant qualification?				x	
A Support Network	1	2	3	4	5
Is your partner completely behind you					x
Will your family help you?					x
Do you have friends to call on?					x
Do you have professional advisors?					x
Personality	1	2	3	4	5
Are you committed to this project?					x
Are you enthusiastic?					x
Are you determined to succeed?					x
Can you handle failure?					x
Are you logical and organised?					x
Can you work with other people?					x
Key Abilities	1	2	3	4	5
Are you a good communicator?					x
Are you a self-starter?					x
Can you work on your own?					x
Can you gather and use information?					x
Can you assess risks and make decisions?					x
Can you lead and direct others?					x

6. BUSINESS RISKS

Business 'S.W.O.T' Analysis

	Strengths	Weaknesses
Business	Already own property and land Already run a family business Accounts knowledgable Son with disabilities have hands on experience	First time running a café
	Opportunities	Threats
	Setting up a new idea/venture Nothing else like this in the area To help local people and the community	Reliant on North Lincolnshire Council to give planning approval Another business setting up in the area the same

Training Needs. Give details of courses completed or required.

Accountancy
 Maths
 English
 Business Management
 Animal care
 Food hygiene

7. MARKETING

Product/Service

What are the benefits to customers?
Homemade products ie cakes, sandwiches Local and homegrown produce Educational Hands on
How will you differ from the competition (Unique Selling Point)
Nothing in the area offering this. Totally unique as providing for local people/groups including people with disabilities who would normally struggle to be able to work
New or other products or services you intend to sell later on - Will this be due to technical change, fashion, new ideas or an increase in the range you will offer?
Introduce local products Different drink range/products Introducing a cafe
How do you intend to package/brand your product/service?
Non plastic/recyclable Environmentally friendly
How will you develop a relationship with your customers and find out what their expectations and ongoing needs are
Reviews from customers and users Suggestions from customers/groups inc suggestion box

Promotion

How do you intend to promote your business? Will promotion be local or national?

Local advertising
Fliers
Social media – Facebook, Instagram, Twitter
Homemade Signs
Networking with local schools and businesses
Word of mouth
Provide work experience to individuals inc people with disabilities

Place

Where is your business located? Describe your business premises, Where is it located? Is it good location for business? What does it look like? Does it require any repairs?

The Grange, Station Road, Thornton Curtis which is a small village set in North Lincolnshire close to Thornton Abbey, located off the main A1077 running from Barton upon Humber to Immingham, set in 21 acres of land we already own as a family. 2 private dwellings already with barns and outbuildings inc animals already on site. This is a beautiful park of the countryside which already attracts lots of walkers, cyclists and visitors. The land is spacious with ongoing renovations and new builds.

Details of any operational restrictions

North Lincolnshire Council planning approval
Disable access

Planning Permission (eg change of use) Licences

Food hygiene
Health and safety
Animal care

Price

Factors that will influence my pricing policy? What price have you set? How does it compare to your competitors' price? Are you in the high or low end of the market? What is the maximum price your customers will pay?

Local homemade produce available on site
Low end of the market
I.e Cake - £2 per slice, Tea/coffee £1, Cold drinks 50p/£1
Competitors not really as a unique business

Positioning

What type of customers do you want? What image do you want to portray? What are the key selling points? What is the best channel of communication?

General public
Educational groups
Schools inc special educational needs schools/groups
Providing local and homegrown produce, keeping everything local, providing local people with work experience and jobs inc people with disabilities
Networking with schools and businesses

Marketing Plan

Method				Date	Cost
Type of Promotion	Supplier	Duration	Reason/Audience/Location		
Pre Start					
Advertising	Ourselves	4 weeks	Local/surrounding villages, notices	TBC	£50
Social media	Ourselves	4 weeks	Facebook, Twitter, Instagram	TBC	Free
Fliers	Ourselves	4 weeks	Local/surrounding villages, fliers, posters	TBC	£50
Post Start					
Open day	Ourselves	1 – 2 day			
Social Media - Facebook/Twitter/Instagram	Ourselves	As Above			
Posters/fliers	Ourselves	As Above			
Competition	Ourselves	4 weeks	Social media pre opening competition, win tea & cake competition		

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Capital Equipment generally has a life span of over a year (exclude small low cost items)

Capital Equipment Requirements	Already Owned	Still Required
[REDACTED]	[REDACTED]	[REDACTED]
	[REDACTED]	[REDACTED]
	[REDACTED]	[REDACTED]
	[REDACTED]	[REDACTED]
[REDACTED] [REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
	[REDACTED]	[REDACTED]
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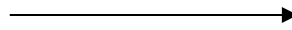
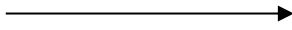
Funding Requirements - TBC

Pre-start (A+B+C)

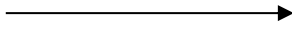
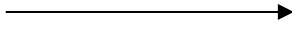
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Profit and Loss Account/Cash Flow Forecast

Please complete attached template and set out details of your assumptions below, e.g. any start up or seasonal adjustments.

TBC at a later date

9. Business Compliance

Insurance

Provide full information	Supplier	Monthly Cost	Annual Cost
Professional indemnity?			████
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Business Law

Do any of the below affect your Business, if yes give details.	
Partnership Act and Agreement?	N/A
Memorandum & Articles of Association?	N/A
Companies Act?	N/A
Law of Contract?	N/A
Sale of Goods Act?	Yes
Unfair Contract Terms Act?	N/A
Standard Terms & Conditions?	N/A
Trade Descriptions Act?	N/A
Vat Registration?	N/A
Consumer Protection Act?	N/A
Self-Employed Registration?	N/A
Finance Act?	N/A
Data Protection Act?	Yes – Possibly at a later date when employing people
Copyright?	N/A
Patents?	N/A
Trademarks?	N/A
Employment Relations Act?	N/A

Environmental

Do any of the below effect your Business? If yes give details.	
Hazardous & Dangerous Goods?	N/A
Environmental Protection Act?	N/A
Energy Conservation in the Workplace?	N/A
Waste Management & Disposal?	Animal waste to be recycled
CO2 Emissions?	N/A
Other (specify)	

Health & Safety

Do any of the below affect your Business, if yes give details.	
Health & Safety at Work?	Yes – H & S policy with consultancy assistance
PAT (Portable Appliance Testing)?	Yes – Annual testing by a contractor
Fire Regulations?	Yes – Annual Fire Extinguisher inspections, assembly points
Trade Registration Compliance?	N/A
Working Time Regulations?	N/A
Hazardous and Dangerous Goods?	N/A
COSHH?	Yes – COSHH register with consultancy assistance
Manual Handling Operations?	Yes – Part of H & S Policy
Personal Protective Equipment at Work?	Yes – Appropriate PPE will be provided and worn
Use of Work Equipment?	N/A
Other (specify)	

