

Omeath District Development Company

Business Plan





(Place Company Logo Here)

Business Plan

20xx – 20xx

CONFIDENTIAL

Contact Details:

Contact Name

Company Position

Company Name

Company Address

Contact Telephone Number

Contact Email Address

Company Registration Number xxxxxx

TABLE OF CONTENTS	PAGE
1. Executive Summary	1
2. Introduction	2
2.1 Current Situation	2
2.2 Profile of Company	3
2.3 Aim and Business Objectives	3
3. Market Analysis	4
3.1 Target Market Segments and Competition	4
3.2 Market Strategy	6
3.3 Product, Promotional and Revenue Mix	7
4. Operations Management	8
4.1 Projected Staffing Requirements	8
4.2 Office Location	8
4.3 Online Operations (if any)	8
5. Financial Projections	9
5.1 Sales Projections	9
5.2 Expenditure Projections	9
Appendices	
Appendix 1 – Profile of Founders	10
Appendix 2 – Balance Sheet, Profit and Loss Statement, Cash Flow Projections	11
Appendix 3 – Data Tables (if any)	12

1. EXECUTIVE SUMMARY

(In this section, give a one to two page overview of the company and its core activities, turnover projections and product/service details and growth plans if expanding operations)

2.1 Current Situation

(In this section, explain the progress of the company to date)

2.1.1 SWOT Analysis

(Provide a summary of the strengths, weaknesses, opportunities and threats faced by the business in the coming years and summarise in the table below)

<u>Strengths</u>	<u>Weaknesses</u>
<u>Opportunities</u>	<u>Threats</u>

2.2 Profile of the Company

(In this section provide a short profile of the company, its mission etc.)

2.3 Aim and Business Objectives

2.3.1 Aim

2.3.2 Business Objectives

3. MARKET ANALYSIS

3. 1 Target Market Segments and Competition

3.1.1 Background

3.1.1.1 Snapshot of Market Segments

3.1.1.2 Snapshot of proposed/additional Market Segments

3.1.2 Target Segments



3.1.2.1 Product/Market Served 1

3.1.2.2 Product/Market Served 2

3.1.2.3 Product/Market Served 3

3.1.2.4 Product/Market Served 4

3.2 Market Strategy

3.2.1 Market Strategy per Product/Service

Product/Service Range	Market 1	Market 2	Market 3

3.2.2 Marketing Objectives

3.2.2.1 *Objective 1*

3.2.2.2 *Objective 2*

3.2.2.3 *Objective 3*

3.2.2.4 Objective 4

3.3 Product, Promotional and Revenue Mix

3.3.1 Product/Service 1

3.3.2 Product/Service 2

3.3.3. Product/Service 3

3.3.4 Product/Service 4

3.3.5 Product/Service 5

4. OPERATIONS MANAGEMENT

4.1 Projected Staffing Requirements

Function	Staff Roles	Staff Number Required

4.2 Office Location

4.3 Online Operations (if applicable)

Platform/Website Function	URL Location

5. FINANCIAL PROJECTIONS

5.1 Sales Projections


Product Range	Year 1	Year 2	Year 3

5.2 Expenditure Projections

(Provide a summary of key financial data in this section with full profit and loss projections, balance sheets and cash flow projections contained in the Appendices)



APPENDIX 1 – Profile of Founders



APPENDIX 2 – Balance Sheet, Profit and Loss Statement, Cash Flow Projections



Appendix 3 – Data Tables (if any)