



(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

(CRO) Company Registration Number xxxxxx

(CRA) Registered Charity Number xxxxxx

(Revenue Commissioners) CHY Number xxxxxx

Tax Clearance Access Number xxxxxx

Financial Year End: __ / __ / __

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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. INTRODUCTION

2.1 Current Situation

(In this section, explain current position of the company, staff, board member and volunteer numbers, key services delivered, beneficiaries served, geographic location and markets served, etc.)

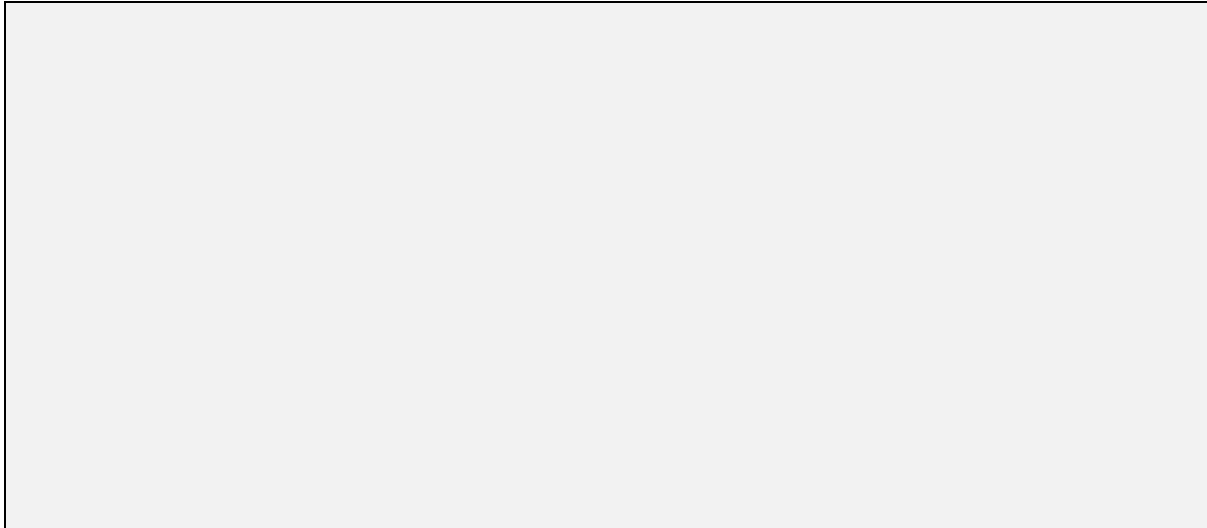
2.1.1 SWOT Analysis

(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>

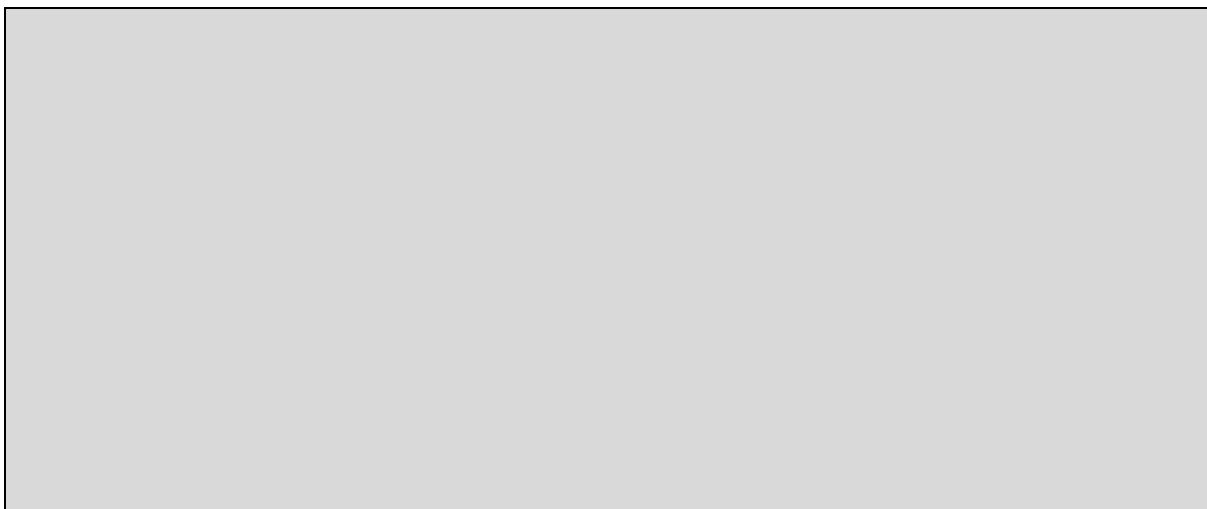
2.2 Profile of the Company

(In this section provide a short profile of the company, its mission, vision and values, how long it has been in operation, the impact and outcomes it was set up to achieve, milestones reached and key achievements over the last 3 years.)



2.3 Corporate Governance

(Provide a summary of the governance arrangements in place in your non-profit to include: number of board members, frequency of board meetings, reporting system in place for staff and operations, progress towards adopting The Governance Code or other quality assurance codes, nature of board sub-committees. Also include a short profile of each board member and their levels of expertise in Appendix 1 and whether or not they have undertaken training for their governance roles.)



2.4 Aims and Business Objectives

2.4.1 Aims

(List each of the company aims and the outcomes to be achieved for each aim within the lifetime of the business plan.)

2.4.2 Business Objectives

(Indicate what business objectives will be pursued within the lifetime of the business plan and how these objectives will help the company achieve its aims and outcomes.)

3. MARKET ANALYSIS

3. 1 Target Market Segments and Competition

3.1.1 Market Environment and Competitor Activity

3.1.1.1 Snapshot of Market Segments

(Include a description of the main buying problems that customers need addressed in each market segment.)

3.1.1.2 Snapshot of proposed/additional Market Segments

3.1.2 Segments of the Market the Company will Target

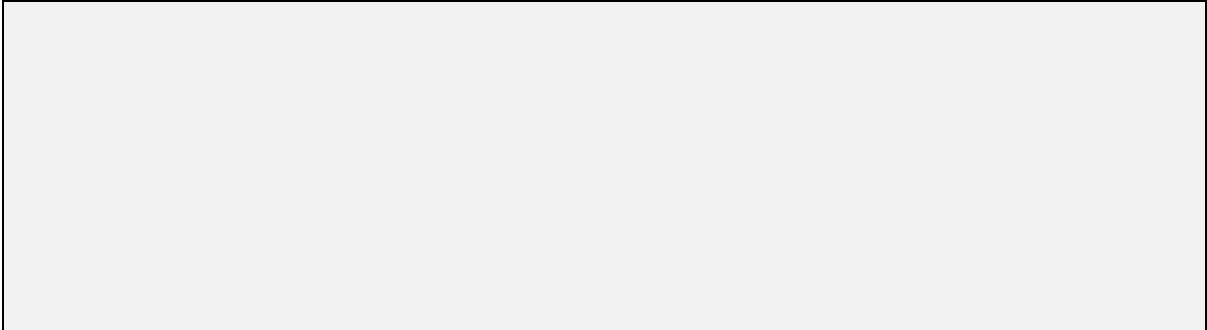
(List the market segments to be targeted, before elaborating further upon each.)

3.1.2.1 Product/Market Served 1

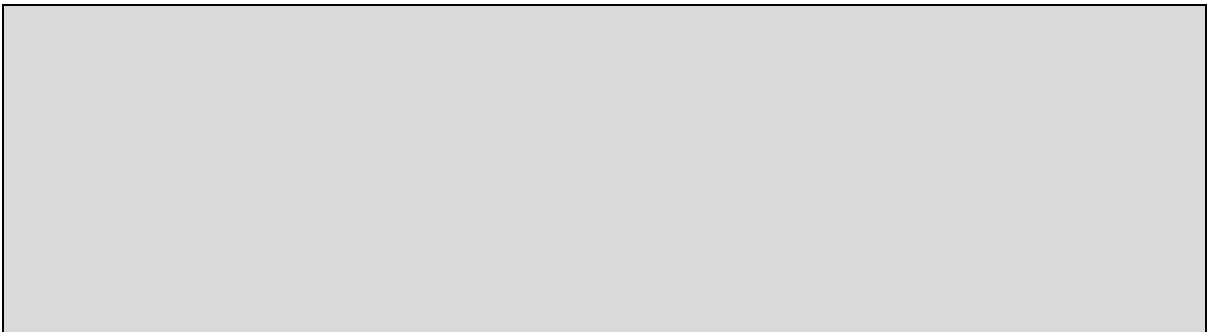
(Describe the products/services to be delivered for each market served and in what way they solve the markets main buying problems i.e. product/market fit.)

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 Positioning per Product/Service

(Describe on what basis you will compete or how you will position products/services in each market served.)

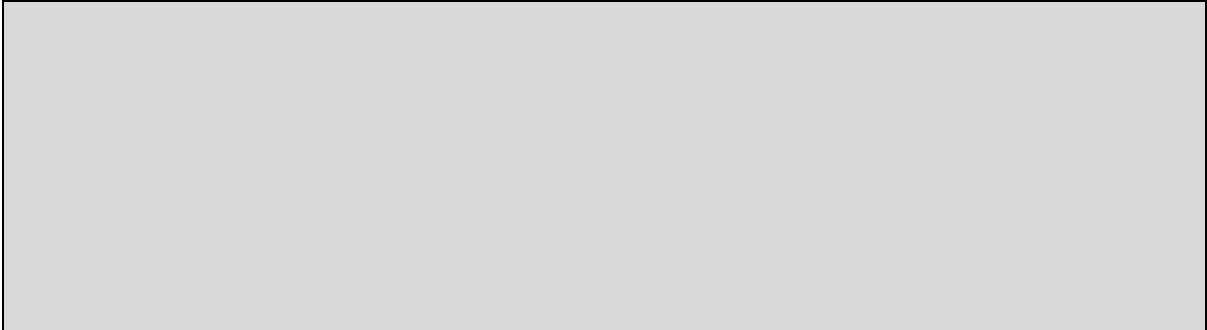
Product/Service Range	Market 1	Market 2	Market 3

3.2.2 Marketing Objectives

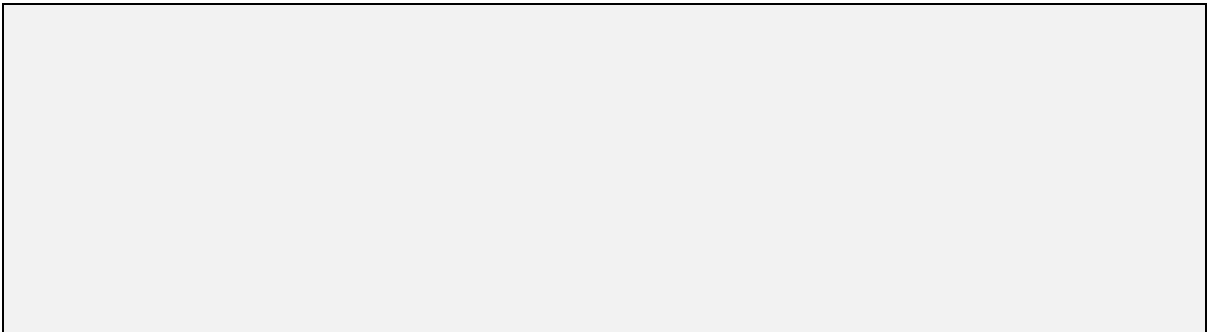
(Describe each of the marketing objectives you would like to achieve over the lifetime of the plan.)

3.2.2.1 Objective 1

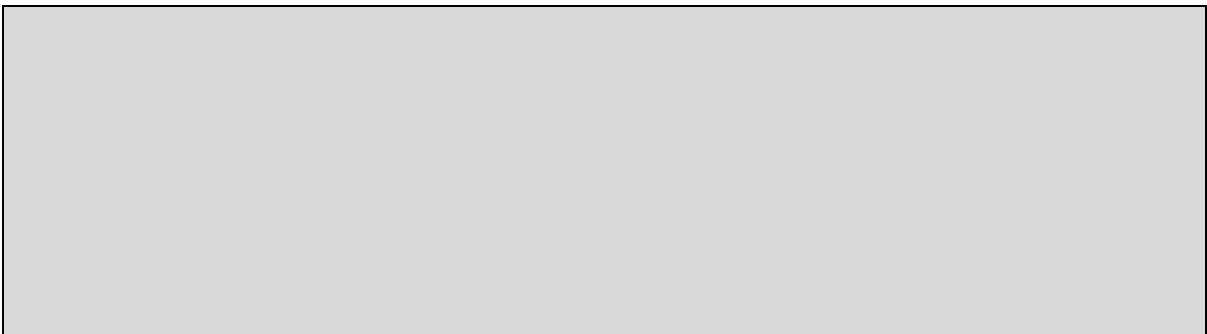
3.2.2.2 Objective 2



3.2.2.3 Objective 3



3.2.2.4 Objective 4



3.3 Product, Promotional and Revenue Mix

(List the key actions to be undertaken for each product/service to enable the objectives to be achieved. Remember to include product/service prices to be charged and how these prices rate vis-à-vis competitors.)

3.3.1 Product/Service 1

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3.3.2 Product/Service 2

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3.3.3. Product/Service 3

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3.3.4 Product/Service 4

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3.3.5 Product/Service 5

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4. OPERATIONS MANAGEMENT

4.1 Projected Staffing Requirements

Function	Staff Roles	Staff Number Required

4.2 Projected Volunteer Requirements

Function	Volunteer Roles	Volunteer Numbers Required

4.3 Office Location and Facilities Required

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4.4. Projected Footfall and Services Utilisation

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4.4 Online Operations (if applicable)

Platform/Website Function	URL Location

5. FINANCIAL PROJECTIONS

5.1 Sales Projections (Trading Income)

Product Range	Year 1	Year 2	Year 3



5.2 Revenue Streams – Non-trading Income

(Include all sources of income from donations, core funding, fundraising events, crowdfunding, etc.)

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5.3 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)

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APPENDIX 1 – Profile of Founders



APPENDIX 2 – Balance Sheet, Profit and Loss Statement, Cash Flow Projections (Three Year Projections)



Appendix 3 – Data Tables (if any)