

Co-operative Enterprise Activity

Business Plan (Revised)

Section1 Introduction and Background

Briefly outline what you plan to do and why.

Section 2 Structure

How you plan to organise your business and who is doing what?

Section 3 Mission and Objectives

Mission Statement

Objective 1

Objective 2

Objective 3

Section 4 Products/Services

What are you producing/selling?

Section 5 Market Analysis

- a) How do you know there's a **need**?

- b) Who are your customers?

- c) Who are your competitors?

- d) What further information do you need to consider?

- e) What prices will you charge?

- f) What image are you trying to project?

- g) What methods will you use to promote and sell your product?

Section 6 Social, Environmental & Economic Impacts

a) Social	1	_____
	2	_____
	3	_____
b) Environmental	1	_____
	2	_____
	3	_____
c) Economic	1	_____
	2	_____
	3	_____

Section 7 Operations

When do you want things to happen?

What are your critical events?

Section 8 Finance

INCOME

Where will you find money to start up?

Sales Revenue

EXPENDITURE

a) Do you have any **fixed** costs? _____

(Insurance, Salaries – costs stay the same no matter how many products are made/sold)

b) What are your **variable** costs? _____

(Telephone calls, materials for products – costs change with the number of products made/sold)

c) Do you have any **start-up** costs that you need to cover to get you going? _____

d) What will you do with your **profit**? _____

Date Reviewed: _____