

Co-operative Enterprise

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

(a) **Operationally** ie. as workers

(b) **Democratically** ie. as owners or members

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: _____