Headings and bullet points - guidance for things for you to consider.

**YOUR BUSINESS**

* What is the business you are running or plan to start?
* What enterprises will you run and what is the % split in these enterprises?
* If you are buying land or expanding, why have you decided to do this?
* If it is an existing business you are buying, why do the present owners want to sell it?
* What plans do you have for the property i.e. building developments, capital improvements?

**YOUR MARKET**

* Why do you think your business/enterprise will be successful? Include any research you’ve done into opportunities in your area.
* Clients – where will your clients come from, who will they be?
* Competition – who are your competitors in your area (if any) and what makes you different from them?
* Market trends – are there any trends in the market that may add to the success (or otherwise) of your business

**YOUR MANAGEMENT – YOU AND YOUR TEAM**

* Describe your ability and track record – detail any previous experience in the same/similar business, your family history/background, your qualifications, your experience in business management, your familiarity with the local area, your contacts etc
* Describe the ability of any supporting family – as above
* Describe the ability of any employed management staff – their qualifications and experience in working in similar enterprises

**YOUR FINANCES**

* What will it cost you to buy the property and/or set up the new business? Remember to include any new equipment etc.
* Where these funds will come from? How much do you need to borrow?
* How will you make the mortgage repayments?
* How has this been calculated? i.e. from existing trading performance, from projected performance in cashflow forecasts, from other income contributions, from rent foregone in buying your own property etc.
* Assumptions - explain the rationale behind your income and expenditure (existing or forecast) e.g. number of sales, pricing, occupancy rates, other income, hours worked in the news business/reduction in hours of your salaried income, give comparable evidence of incomes and rates.
* You can use our Cash Flow Forecast templates to help you.

**YOUR EXIT PLAN**

* If things don’t go according to plan and you need to repay your loan, how will you do this e.g. selling the property or do you have other security or funds available?

**YOUR CLOSING STATEMENT**

* Finally, give a supporting statement that summarises the strengths of your proposal, including your ability to meet the mortgage repayments from surplus income and, the quality and value of the land and/or buildings you are offering as security.

**For guidance on completing your business plan please contact us.**

We’re easy to talk to…

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