

NerdWallet UK's Business Plan Template



1. Executive summary

1.1 Business summary

1.2 Business objectives/mission statement

1.3 Management team

1. Executive summary

1.4 Products and services

1.5 Costs and pricing summary

1.6 Target customer

1.7 Competition summary

1. Executive summary

1.8 Marketing summary

1.9 Operations and logistics summary

1.10 Financial summary

2. Your background

2.1 Personal summary: Why do you want to start this business?

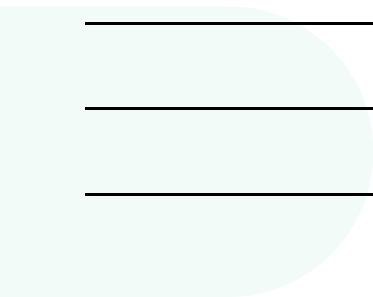
2.2 Previous professional experience

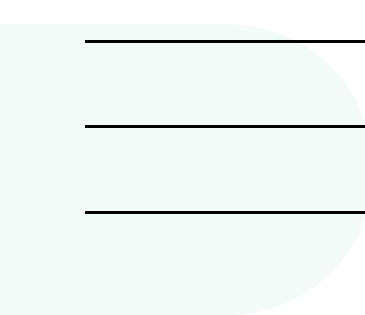
2. Your background

2.3 Education, training and qualifications

2.4 Skills gaps/plans for future development

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



This image shows a blank sheet of white paper with horizontal ruling lines. There are 20 evenly spaced lines across the page. In the bottom-left corner, there is a light blue decorative element consisting of overlapping rounded shapes. The entire sheet is set against a dark grey background.

4. Costs and pricing

	Product 1	Product 2	Product 3	Product 4
Name of product or service				
Component				
Total production cost				
Cost per unit				
Profit margin £/%				
Mark-up				

	Product 5	Product 6	Product 7	Product 8
Name of product or service				
Component				
Total production cost				
Cost per unit				
Profit margin £/%				
Mark-up				

5. Market analysis

5.1 What is the profile of your target customer?

5.2 Where is your target customer based, and what is the potential market size?

5.3 What are your customers' needs/pain points?

6. Market research

6.1 What are your findings from your desk-based research?

6.2 What are your findings from your field research?

7. Marketing strategy

	Reason	Strategy	Cost
Marketing channel one			
Marketing channel two			
Marketing channel three			
Marketing channel four			

8. Competitor analysis

Business name, location, size	Description of product or service	Prices	Strengths	Weaknesses	

9. Operations and logistics

9.1 Describe your production strategy

Management team

Staff

Premises

9. Operations and logistics

9.1 Describe your production strategy (contd.)

Equipment

Insurance

Legal requirements

9. Operations and logistics

9.2 Describe your delivery strategy

Payment methods and terms

Transport

Insurance

9.3 Supplier analysis

Name and location				
Description of product or services				
Prices				
Payment terms				

10.1 Sales assumptions

[illegible]

10. Financial projections

10.2 Cash-flow forecast

[illegible]

10. Financial projections

10.3 Personal survival budget

Income	Monthly net income	Annual net income
e.g Total employment income		
Total income across all sources:		

Expenses	Monthly net expenses	Annual net expenses
e.g Rent or mortgage costs		
Total expenses across all sources:		

Monthly balance	Annual balance

11. Back-up plan

11.1 Short-term back-up plan

11.2 Long-term back-up plan
