

### **Purpose of the company Business Plan**

To provide a 'roadmap' of where you want your company to go and how to get there.

To identify the principal strategies and key action plans that will ensure you reach your goals.

To establish milestones for future review of your progress against your action plan.

To ensure all Achievers understand what the company is planning and are committed to fulfilling their personal role in ensuring success.

To be used as a starting point for preparation of your Company Report in March.

### **Key points for inclusion:**

The name of the business

The prospective venture

- Mission statement
- Long & short term objectives
- Resources required (manpower and assets)
- Target revenues

Structure of company and roles taken

Product or service supplied

- Uniqueness
- Saleability
- Manufacturing or assembly processes
- Managing your suppliers
- Product costing and break-even calculation

Marketing and sales

- Market research
- Target market
- Pricing
- Sales strategies
- Advertising

Financial requirements

- Cash flow
- Forecast profit statement

ICT Strategy

- Advertising
- Internal communication
- External communication, customers and shareholders
- Social media

Other issues

- Personnel
- Meetings
- Training
- Health and safety
- Risks and opportunities
- Timescales and milestones

## **Layout**

Business plans must have a cover page which includes;

- Company name
- School name
- Names of Link Teacher and Advisers
- Product or Service

Business plan document is to be a maximum of 10 pages (including cover page) and with a minimum of 12 point type size.

**4 copies to be submitted by the deadline of 13<sup>th</sup> November 2011 to James Cowper, Mill House Overbridge Square Hambridge Lane, Newbury, Berkshire RG14 5UX for the attention of Jo Grieve.**

## **Some points noted from previous years:**

Make sure that you have a good index (table of contents) – helps judges to see what is there.

Do not uplift the timeline of events directly from YE timetable – this is an unnecessary additional page.

Document not always checked – remember spell-check does not tell you if you have put the wrong word (spelt correctly) in the plan.

No proper financial pages – break-even, profit forecast, cash flow.

Define the paragraphs during the Plan – make it clear what section you are covering.

If you state that you will sell a certain number of units, explain how you have arrived at that number.

Do not state 'the product cost will be £20.14' without giving supporting information.

Make sure that your products/services are allowed by YE. It will not help a Plan if it is indicating that you are selling food, for example.

Keep to the point – do not waffle.

Ensure the format and style is consistent throughout the document.

## **More Information**

You'll find more information on your YE company website – log in and select guidance from the left hand pane. Go to Running your company, Stage 2: Planning. There's plenty of other useful information and ideas there as well.

Any questions ask your Link Teachers and Business Advisors first.

Good luck  
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