# Business Plan Template with Tips on How to Complete

* **Executive Summary**

*This section should be a one or two-page summary at the start of your business plan which provides a concise outline of everything that follows in the plan. It will be important that you do not introduce new topics which have not already been mentioned in the main document.*

* *Focus on providing a summary*
* *Put yourself in the readers shoes to ensure it is easy to understand*
* *Keep it short and simple and to the point*
* *Keep your language strong and positive*
* *Describe the business opportunity, the target market, the business model, the marketing and sales strategy*
* *Summarise the financial plan*
* **Objective/Vision**

*Your aim in this section is to set out a number of objectives that the business plan intends to achieve e.g. to generate sales of <€100k. Typically, there might be two or three business objectives highlighted in the plan. You also need to create a vision statement which summarises the current and future objective of the business.*

* **Product Range and Route to Market**

*In this section, you want to describe the proposed or new product range in a way that the reader can understand what it is you are planning to do. It might be a good idea to create a table showing your range of products with some proposed pricing to put in the Appendix.*

*You also need to describe where you are going to sell your products e.g., supplying cafes, markets or retailers. You also need to describe the sales process and who will be responsible for securing these new sales~~.~~*

*You will need to describe your existing business in this section so that the reader has a clear understanding of the dynamics of the fishing business that you already manage as well as any new proposed projects.*

* **Sourcing/Outsourcing/Manufacturing**

*Next, you need to describe how the manufacturing process or adding value is going to work. Is this something you can do yourself? Does it need to be outsourced to a third party? If you are doing the work yourself, will specialised equipment be required, or will you have to re-train and learn new skills?*

* **Market Analysis and Research**

*Now that you have painted a picture of your product or idea, it is time to look at the wider market for the sector you are planning to enter, is it already congested? Who is your target customer (trade customer or directly to the consumer)? Who are the key competitors in this area? Are there barriers which could make your journey difficult?*

* **USP/Point of Difference**

*There is no room in the market for duplicate products. If all that your product does is to copy something else that is already out there, you will find it very difficult to gain either buyer or consumer interest. You must have a clear point of difference. This point of difference could be about the product itself, but it could also be about you, your method of fishing or where you fish.*

* **Financing/Budgeting and Funding**

*It will be crucial that you get your accountant involved in the process to help you create a projected profit and loss account, a cash flow projection, and a break-even analysis. You will need to show in your business plan where you are going to source funding which could be a combination of personal finance, a loan, or you may be entitled to grant-aid.*

* **Staffing**

*Describe the structure you will need to put in place in the business which could be as simple as doing everything yourself or maybe employing a member of staff. Do not forget to list any advisor(s) or consultant(s) you may employ to support the business in the early stages.*

* **Branding, Marketing and Promotion**

*You will need to have sharp branding especially if you are selling products on the grocery retail shelves*. *The purpose of the branding is to give some key messages to consumers and call out your USP’s (Unique Selling Points) describe in the business plan the positioning of the brand??, your brand values (what does the brand stand for) e.g. natural, no additives, etc.*

*The logo itself is not the brand. The brand is the wider interaction you have with your customers and the message you relay to them. You need to be an expert brand builder and harness tools like social media, achieving free PR, etc. Set out your plans for all of this so that anyone reading your business plan will appreciate that you are good at communicating your messages.*