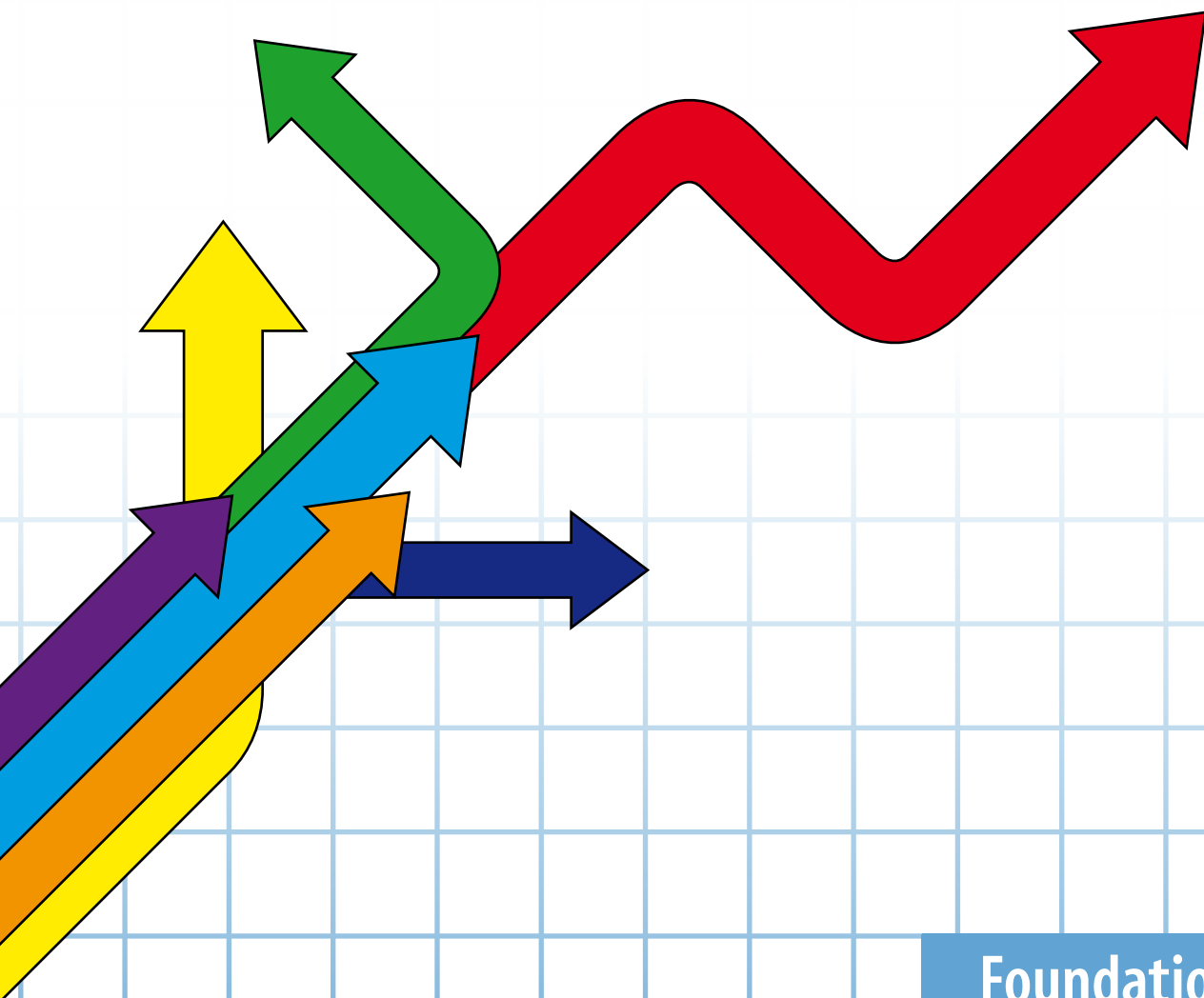


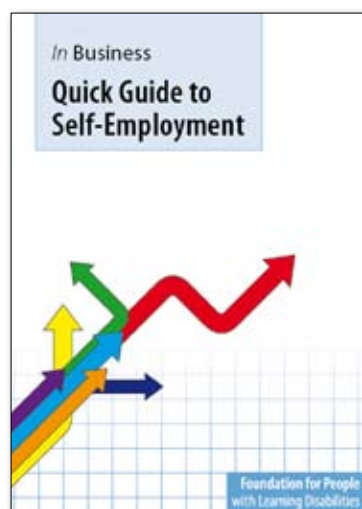
*In Business*

# Writing a Business Plan

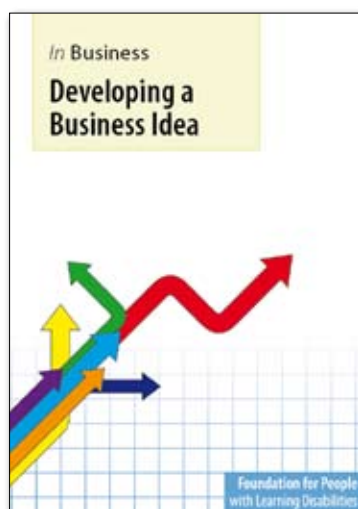


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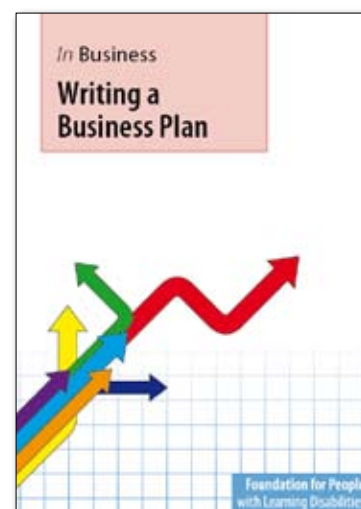
This publication is part of the In Business Easy Business Planning series, which includes:



**Quick Guide to Self-Employment**



**Developing a Business Idea**



**Writing a Business Plan**

To download copies of these and other helpful resources, tools and guides please visit our website at <http://www.learningdisabilities.org.uk/in-business/>

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# Contents

**Summary**\_\_\_\_\_2

**Business overview**\_\_\_\_\_3

- Current position
- Unique selling proposition
- Growth plan

**Marketing**\_\_\_\_\_5

- SWOT and critical success factors
- Market research
- Transport needs
- Marketing budget

**Budgets and forecasts**\_\_\_\_\_7

- Profit and loss forecast
- Cash flow forecast
- Break-even analysis

**Team and support needs**\_\_\_\_\_9

- Skills, experience, training and retention
- Advisors
- Management systems

# Summary



The summary is the last part of the plan that you write, but should be included at the beginning of the plan. This allows busy readers to quickly see what the plan is about without reading all the details.

Use the summary to highlight the key points of your plan. If you are using your plan to raise financing, the summary needs to make the reader (eg the bank manager or a potential investor) want to find out more and read the whole plan.

# Business overview



## Introduction

This is where you need to describe your business. What is it selling, where does it do this and on what days.

It is useful to have a very clear idea of what your 'sales unit' is at this stage – that is what the customer actually buys.



## Current position

What have you achieved so far?

Outline the current position of your business: have you been doing this for a while or is it new? Do you have any customers or have you been practising on friends and family?



## Unique selling proposition

Who else offers a similar product or service? What is good about what they do and what is better about what you do?

Why will customers come to you?



## Growth plan

Give an overview of how many customers you have, where they are and how do they receive a service or product from you. If you are hoping to increase sales by working with different people and in new areas, explain how you will go about this.

# Marketing



## SWOT and critical success factors

Outline briefly your marketing strengths, weaknesses, opportunities and threats.

What are therefore the critical success factors for your business – what is needed to make this idea work?



## Market research

Explain what market research you've done and methods you used.

Explain how you will continue to keep an eye on the market

What target market(s) has your market research (and trading experience) established.



## Transport delivery needs

Your product or service needs to get to the customer - describe how you will do this. Will you go to their houses? Will they buy your product in a shop? Will it all be done on the internet?



## Marketing budget

Detail how much money you have for your marketing budget for the year. Explain how you will monitor it to manage and improve results.



# Budgets and forecasts

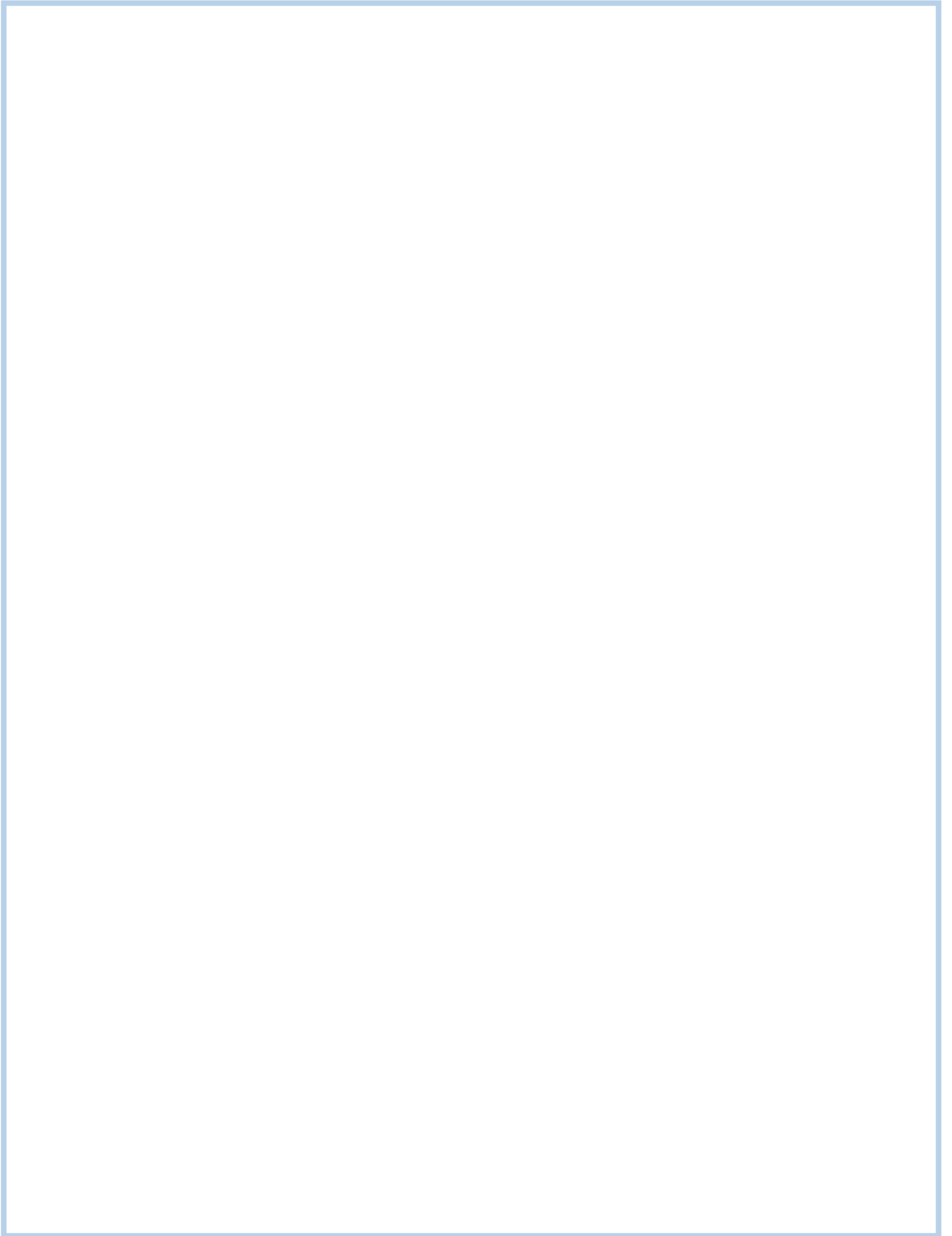
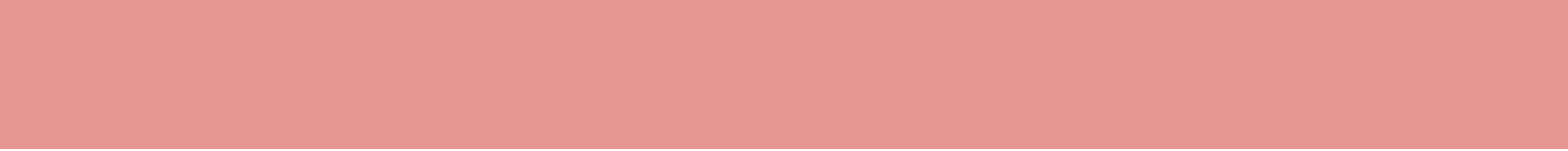


Mention financial budgets and forecasts you are attaching to the business plan such as:

- Profit and loss forecast – how much you have earned and spent in a year
- Cash flow forecast – how the cash comes in and goes out
- Break-even analysis – the amount of sales you need to cover costs

Provide brief notes on each of these forecasts. It's a good idea to produce Optimistic, Pessimistic and Realistic versions of the first three.

If the cash flow forecasts pinpoint future cash flow difficulties, explain how you plan to deal with these challenges.



# Team and support needs



Make a list of the people you need to support you. This may be family and friends or paid support workers. Describe the arrangements in place to make sure you get the support you need. Don't forget Access to Work may be able to help with transport and support if you talk to the Job Centre.

## **About the Foundation for People with Learning Disabilities**

We promote the rights, quality of life and opportunities of people with learning disabilities and their families. We do this by working with people with learning disabilities, their families and those who support them to:

- do research and develop projects that promote social inclusion and citizenship
- support local communities and services to include people with learning disabilities
- make practical improvements in services for people with learning disabilities
- spread knowledge and information.

If you would like to find out more about our work, please contact us:

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