

Business Plan Template

Executive summary
Our project
<ul style="list-style-type: none"> • About our organisation • Our values and the mission of our organisation • The aims and objectives of our community project
The market
<ul style="list-style-type: none"> • About our community • Existing & target markets • Results of community consultations • Knowledge of other existing community services & facilities • Opportunities to build partnerships
Business growth and development
<ul style="list-style-type: none"> • A review of our organisation (SWOT Analysis) • Our business development strategy <ul style="list-style-type: none"> - Phase 1 – Project design (Year 0) - Phase 2 – Centre development (Years 1-3) - Phase 3 – Centre expansion (Years 4 & 5)
Centre management
<ul style="list-style-type: none"> • Our management committee • Staffing and the role of community volunteers • Development of community activities • Service delivery & programming • Policies & procedures • Day-to-date operations
Centre development
<ul style="list-style-type: none"> • Current facilities • Potential opportunities for refurbishment & expansion • Proposals for lease terms or agreed draft terms

Marketing plan
<ul style="list-style-type: none">• Building our profile• Promoting our services
Financial plan
<ul style="list-style-type: none">• Five year income & expenditure (cashflow projection)• Income generation (sales forecasts)• Capital Plan and funding• Fundraising strategy
Risk analysis
<ul style="list-style-type: none">• Risk log• Plan for minimising risks
Additional Information. Please provide:
<ul style="list-style-type: none">• Details of community consultation and engagement• Desk top survey of other community facilities• SWOT analysis of our organisation