**Business Plan Template**

In your teams, prepare a market day business plan that includes the 6 sections below.

Link sections (eg budget based on research; timelines consistent; fit with business goals).

Sound like a business person by using business knowledge, concepts & words!

A Business Plan ensures people are informed, coordinated & in agreement (eg investors or banks decide to contribute funds, and potential partners decide to join you).

**Introduction**

This section should describe / explain:

* Business name / description: create a business name, logo, slogan.
* People: list your team members, their roles and their skills.
* Mission: develop a mission statement for your business (main aim or purpose)
* Goals: list SMART goals for your business (perhaps include a timeline)

**Market Research**

This section should include:

* SWOT analysis (strengths, weaknesses, opportunities, threats) of your business / product
* Primary Research performed to gather data on consumers, eg survey, focus group meeting
* Market Research highlights are presented, eg using graphs, and described.
* Market Research data is analysed & evaluated, including consequent actions that will be taken

**Marketing Mix**

This section should link to Research, Target market & goals, and describe / explain:

* Product: Describe your product (with photo) - what it is & how it’s packaged.
* Price: what the price is & how it was decided (refer to the Budget estimates)
* Promotion: methods of promotion you’ll use before & at Market Day
* Place: Where product is made & how it’ll get to customers. Stall set up & equipment needed

**People**

This section should include:

* an organisational chart of group members, their roles & responsibilities

**Finance**

This section should include budgets to include:

* estimated costs of producing your product
* how much each team member will contribute & how profits (or losses) will be shared
* estimated sales revenue

**Operations**

This section should describe:

* how the market day activity will be organised, including:
	+ How product will be produced & displayed;
	+ Quality assurance & health & safety issues and procedures\*;
	+ Management of sales, stock & cash receipts;
	+ List of equipment & resources required;
	+ Setup and clean up organisation (\*How you’ll meet H&S rules - eg hygiene to prepare, display; handle your product).

**Market Day Review (complete after Market Day)**

* Show evidence of market day by including photos of:
	+ Product, packaging, stall, cash handling process, customers, promotion material

**Evaluation of Market Day**

* Income & Expenses Statement (shows whether you made a profit or loss)
* Individual reflections completed