

# The Enterprise Club Business Plan Template



THE UNIVERSITY OF  
**NORTHAMPTON**  
Enterprise Club

# START AT THE BEGINNING...

## Business Details

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Business and owner details:

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Business name:

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Owner(s) name:

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Business address and postcode:

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Business telephone number:

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Business email address:

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Home address and postcode:  
(if different from above)

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Home telephone number:  
(if different from above)

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Home email address:  
(if different from above)

# Executive Summary

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1.1 Business Summary:

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1.2 Business Aims:

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1.3 Financial Summary:

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# Promoting Your Business

1.4 Your Business Name:

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1.5 Strapline:

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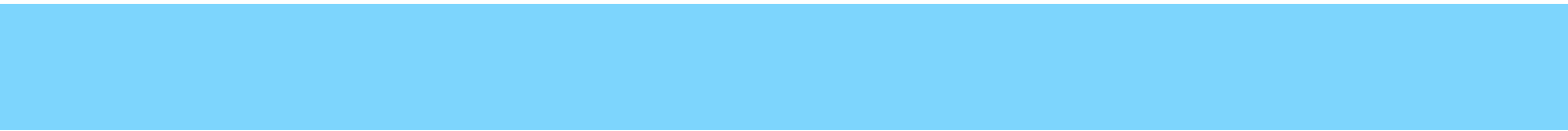
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1.6 Quick pitch:

Lined area for writing the quick pitch.

# BACKGROUND INFORMATION

2.1 Why do you want to run your own business?

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2.2 Previous work experience:

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2.3 Qualifications and education:

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2.4 Further training:

Lined writing area for section 2.4, consisting of 20 horizontal light blue lines.

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2.5 Future training to be undertaken:

Lined writing area for section 2.5, consisting of 20 horizontal light blue lines.





# PRODUCTS AND SERVICES

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3.1 Describe the basic product/service you are going to sell:

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3.2 Is this a product/ service/both:

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3.3 Describe your product/service:

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# THE MARKET

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4.1 Describe your typical customer:

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4.2 Are they Individuals/business/both:

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4.3 Where are your customers based?

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4.4 Why would your customers buy your product/service?

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4.5 What factors help your customers choose which business to buy from?

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4.6 Have you sold products/services to customers already?

Yes

No

If you answered yes, give details below

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4.7 Have you got customers waiting to buy your product/service?

Yes

No

If you answered yes, give details below

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4.8 Additional information

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# MARKET RESEARCH

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## 5.1 Key findings from desk research:

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## 5.2 Key findings from field research– customer questionnaires:

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# MARKETING PLAN

What are you going to do?	Why have you chosen this marketing method?	How much will it cost?
Total cost		



# 6

What are you going to do?	Why have you chosen this marketing method?	How much will it cost?
Total cost		

# YOUR COMPETITOR

Weaknesses					
Strengths					
Price					
Product/service					
Name, location and business size					

Name, location and business size	Product/service	Price	Strengths	Weaknesses					

# MARKETING PLAN

Strengths

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# OPERATING

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## 8.1 Production:

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## 8.2 Delivery:

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## 8.3 Payment methods and terms:

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## 8.4 Suppliers:

Name and location of supplier	Items required and prices	Payment arrangements	Reason for choosing

8.5 Premises:

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8.6 Equipment:

		If being brought		
Item required	Already owned	New or second hand?	Purchased from	Price

8.7 Transport:

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8.8 Legal requirements:

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8.9 Insurance:

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8.10 Management and staff:

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8.11 Additional Information:

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