

## MINI BUSINESS PLAN

1. **BUSINESS PROFILE:** Enter a short (one or two-sentence) summary of your business here.

Example: AZ is a small local retailer providing a range of women's clothing to in the XY area. We provide a premium range of clothing for women of all ages and sizes.

2. **THREATS AND OPPORTUNITIES:** Briefly indicate your main strengths, weaknesses, opportunities and threats (that you know of).

Strengths

  

Weaknesses

  

Opportunities

  

Threats

Example:

- Strengths – Location, Experience, atypical (non-traditional) culture
- Weaknesses – Lack of major online presence, Small team
- Opportunities – Online marketing and online sales
- Threats – Larger competition with more up-to-date online presence



3. **MANAGEMENT STRUCTURE/STRATEGIES:** Explain the proposed or existing structure of your business, and how you will use it to your advantage.

List directors and key decision-makers:

Detail support team and responsibilities /administrative:

What is/will be the primary means of communication? How do you/will you ensure interaction and exchange of ideas?

4. **MARKETING AND PROMOTIONAL PLAN:** Indicate your primary target market, market objectives, and market budget (overall or individual).

Target market:

Marketing objective(s):

Market budget(s):

Example:

- Target market: Females aged 18 years plus
- Marketing objective: Increase sales in retail outlet and exposure online to generate more custom via an online portal
- Market budget: €8,000 for website, social media and email marketing in the first year

5. **FINANCIAL PLAN/OBJECTIVES:** Indicate your primary financial objectives.

Our primary financial objectives are:

Example: Sales of €500 thousand in 2018 and €900 thousand by 2020





6. **CONTINGENCY PLANS:** Indicate any plans you have made for sudden changes in local economy, rates, finance, etc.

Example: We have identified the following plans for these potential occurrences:

- Dramatic increase in sales
- Marketing expert has indicated a willingness to move to full-time;
- Need to increase sales offering: source additional suppliers and renegotiate with current suppliers for greater bulk discounts.

### **CONTACT US TODAY**

Talk to us about how your business plan.

14 Gladstone Street, Waterford, X91 YNH1

Tel: 051 877 155

Email: [info@jfw.ie](mailto:info@jfw.ie)

Web: [www.jfw.ie](http://www.jfw.ie)

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