

## Appendix 3 – SBC Example Business Plan

Business plan element	Detail
<b>Summary</b>	<ul style="list-style-type: none"> <li>Who you are, what you want to do, how you intend to do it. Usually written last.</li> </ul>
<b>Your Organisation</b>	<ul style="list-style-type: none"> <li>Track record, current plans, partnerships, and people.</li> <li>Quality control/standards or methods of impact measurement being used by the organisation. This relates to the organisation (whether new or existing).</li> </ul>
<b>Introduction to the Project</b>	<ul style="list-style-type: none"> <li>Project Objectives</li> <li>Proposed Programme for delivery</li> <li>Proposed impacts/benefits of the project</li> <li>Proposals for management and operation of the asset and the capital construction phase where relevant.</li> </ul>
<b>Market</b>	<ul style="list-style-type: none"> <li><b>Need</b> -what is the target market?</li> <li><b>Supply</b> -who else is in the target market -why can't they supply what is proposed?</li> <li><b>Demand</b> -what it is and how does the project meet it</li> <li><b>Pricing</b> -how have charges been arrived at?</li> </ul>
<b>Promotion</b>	<ul style="list-style-type: none"> <li>What methods have been chosen (Online, direct to customer) and who will do it (in house or external)</li> </ul>
<b>Resources</b>	<p><b>Financial Projections</b></p> <ul style="list-style-type: none"> <li>Should include Cash Flow (For first year)</li> <li>Expenditure/profit and loss<sup>1</sup> for each year of the period of the plan</li> </ul> <p><b>Explanatory notes</b></p> <ul style="list-style-type: none"> <li>Should specify the assumptions on which projections are based and why. This should</li> </ul>

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	include assumptions about timing and levels of commitment for both income and expenditure.
<b>Risk Assessment! Management/Mitigation</b>	<ul style="list-style-type: none"><li>• Analysis of Political Economic Social Technical Legal Environmental (PESTLE) issues or Strengths Weaknesses Opportunities and Threats (SWOT) to identify risks.</li></ul>