

Business plan template

This ThinkBusiness.ie Business Plan Template is an easy-to-use resource intended for start-ups, small businesses and, indeed, more mature businesses. It is a comprehensive document that gives you a detailed insight into how you should structure and deliver on a business plan.

It's designed to let you take out any information that you don't need, and to allow you to transfer data into the template from other documents, such as Excel. All instructions in brackets and italics – [*like this*] – are intended to assist you in completing the plan.

This template has an automated Table of Contents, which you need to update in Word after you have completed your plan.

Your completed business plan should include your business name, logo and other relevant details. Remember, your plan is the foundation on which your business rests. It is of critical importance when you try to attract funding, grants or even equity investment, but should also guide how you run your business day-to-day.

To help you complete your plan, you should refer to the accompanying [ThinkBusiness.ie business plan guide](#) for additional information.

The template covers all the main areas of a business plan. These are:

- **Executive summary:** This is a brief summary of your overall business proposition, covering all the main elements of your plan.
- **Company description:** This gives details of shareholders, advisers, your business's legal status, your products or services, the long-term aim of the business and your goals.
- **Market analysis:** Covers PESTLE and SWOT analyses.
- **Marketing and sales:** Identifies customer trends and opportunities, a marketing and sales strategy, pricing and customer service.
- **Key people:** This covers key employees and an organisation chart, if applicable.
- **R&D and business assets:** This section covers R&D and assets in detail.
- **Financial forecasting:** This covers financial information e.g. loans, guarantees. Assumptions and funding requirements are also included.
- **Appendices.**