



MARK HOLT
& CO GROUP

Your Business Plan

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Executive Summary

1. Business Summary

2. Business Goals

3. Financial Summary



Elevator pitch

1. Strapline

2. Elevator pitch



Target market

1. Market description, size and segments

2. What prompts your customers to purchase?

3. What factors help customers choose you over your competitors?



Product or service offering

1. Describe your product or service

2. How does the customer benefit?

3. What is your unique selling point (USP)?



Competition

1. What do your competitors sell?

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2. How do they do it differently?

Competitor name	Product or service name and description	Price	Strength	Weaknesses



Marketing Strategy

1. What do your competitors sell?

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



Financials

1. Forecast

Quarter	Total sales	Total costs	Costs %	Operating profit	Profit %
1					
2					
3					
4					
5					
6					
7					
8					



Pricing

Product or service	Cost
Cost per unit	
Price per unit	
Profit margin	
Profit margin %	
Mark up %	

Timeline

Activity	Description	Completion Date



Milestones

Milestone	Description	Completion Date



Key Performance Indicators

Activity	Description	Key



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