

# Key Features of a Business Plan

---

## What is included in a Business Plan?

### Overview

- A brief overview of your plans for the business and how you propose to put them into action.

### Description

- A description of the business, your objectives for it and how you plan to achieve them.

### Personnel

- Details of key personnel highlighting their skills and expertise.

### Product / Service

- Details of your products or services, including your Unique Selling Points.

### Marketing

- Details of your target market, marketing plans, the competitive environment and growth opportunities.

### Operations

- You will need to include information on your operating practices, including any premises, licenses and equipment requirements.

### Financial Forecasts

- The plan should cover your projected financials, and the assumptions made in your projections.

### Funding Requirement

- A cash flow forecast will show how much finance the business needs, and how this finance will be used.