

LEVEL	2
LEARNING OUTCOME	LO5 The student can produce, present and implement a sustainability-driven business plan
SPECIFIC LEARNING OUTCOME	2.5.3 Student can translate their sustainable business model in a business plan
KEYWORDS	Business plan, business model,
INTRODUCTION	You will make a business plan based on your sustainable business model by using provided template.
HOW TO WORK WITH THIS MATERIAL	<ul style="list-style-type: none"> • Watch the video “What is a Business Plan” • Start to make the business plan by filling the template
TIMING	approx. 5 hours

Business Plan & Guidelines

Your business plan is an important and ever-evolving document and it will take time to write it properly.

You will find some parts easier to complete than others, but stick at it because the process of writing the business plan is as valuable as the final document. The best business plans aren't long and complex, explaining only the most important information- think about and explain what you want to achieve, how you will get there and the things you need to do along the way in order to maximise your success.

Remember: the business plan is for YOU. If you can really understand your business and how you will achieve your business goals, you are more likely to get there!

Finally, don't try and write your business plan all at once. Tackle it in small chunks and give yourself time to think everything through. We've provided advice and questions for you to consider on each section. Delete as necessary and make your business plan your own.

Start this work by watching the video "What is a Business Plan":

<https://www.youtube.com/watch?v=FloGLHT4wGE>

Then continue the work by filling the template.



S
d
E

My Business Plan

Personal Details:

My Details:

Name:	
Address:	
Telephone Number:	
Mobile Number:	
E-mail Address:	
Date of Birth:	
Nationality:	
Country of Residency:	

Education and Training:

Qualifications:

Courses I have attended:

Work experience I have done that may help my business idea:

Business Details:

My Business Idea:

Why do I want to start my own business:



What do I need to start my business - training, equipment, expertise:

What am I going to call my business and why:

What date do I want to start trading or which date did I start:

What type of business am I going to be - sole trader, partnership, Limited Company, CIC:

Business Planning:

My strengths:

My weaknesses:

My opportunities:

My threats:



My short term business goals are:

My short term financial goals are:

My long term business goals are:

My long term financial goals are:

What I would like to achieve in year 1:

What I would like to achieve in year 2:

What I would like to achieve in year 3:

The Product/Service & Market:

What am I selling (product/service/both):

Which market am I going to be trading in (retail, catering, etc):



Are there any things changing in my market that may impact on my business:

What is the demand for my product/service and how I will keep up the sales:

What is special about my business ... My Unique Selling Points are:

What research have I done into my market:

Sustainability:

Give some thought about these topics and whether these apply to your proposed business:

Energy use

- Use electricity meters to find which equipment uses the most energy. See if you can use those appliances more efficiently, or switch to energy-efficient alternatives.
- Ask your energy providers if they can offer renewable energy solutions such as solar or wind.

Stationery

- Try not to buy everything new - reuse stationery, binders and folders when they're available.
- Go paperless. Running your business digitally reduces waste and costs associated with paper, printers, copiers, ink cartridges, and filing cabinets.
- If you can't go paperless, print smarter. Use recycled paper and ink cartridges where possible, only print when necessary, avoid colour printouts, print documents two-sided, and reuse unwanted paper.

Recycling

- Provide bins for returnable bottles, non-returnable bottles, aluminium cans, paper, and food scraps. Have clear signage for separate bins and make them easily accessible.



- Contact your local e-scrap recycler to get a bin for your workplace and put old hardware there instead of in a landfill. Allow your staff, if relevant, to bring their e-waste in from home.

Kitchen and lunchroom

- Set up a container library in your kitchen, where containers can be borrowed to carry package-free food from home or local food vendors.
- Provide real kitchenware rather than disposable cups, plates, knives, and forks.
- Use green office cleaning products - replace cleaners, dish and hand soaps. The benefits include improved health, a reduction in allergic reactions, and a healthier planet.

Help staff

- Gift reusables - have easy access to reusable coffee cups, water bottles, and recyclable/reusable tote shopping bags.
- Reduce commuting by car - encourage your staff and customers to ride, walk or take public transport to work.

Support environmental causes

- Community-driven programmes are good for your image and public reputation, and it feels good to support something that makes a difference.
- Adopt a green cause and do an annual fundraising event or volunteering day. There are all sorts of conservation campaigns you can take part in; find one that's close to your heart and involve your staff and customers.

Spread the word and educate

- Celebrate and promote what you are doing externally through your website, newsletters and social media.
- Partner with other local businesses to share sustainability ideas and solutions.

Choose eco-friendly vendors

- Check your suppliers comply with laws and regulations relating to pollution and waste.
- Read labels and check out alternatives to items that are resource intensive or polluting.
- Think before ordering food - if you're ordering catering, pick an option that eliminates or minimises waste.

Pricing:

How am I to price my product/service and am I adding any value:



Customers:

I already have customers to sell to and they are :

My typical customers would be:

What factors help customers choose which business to buy from:

What do these customers need that no-one else is offering:

What will they value about my product/service:

How would my customers find out about me:

How would my customers buy from me:

How often will my customers buy from me:

What will I do to ask for the repeat business or recommendations:



--

What can I do to follow-up with my customers to make sure they are happy:

Why would they choose me:

My returns policies / terms and conditions are:

Location:

The location of my business will be:

Advantages of my location are:

What other amenities are near me that would help me:

What insurances do I need:

Suppliers:

How will I choose my suppliers:



--

How will I make sure they meet my needs, deliver on time, etc:

What payment terms are they going to want:

What plans will I put in place in case something goes wrong:



Competition:

	My Business	Competition 1	Competition 2	Competition 3
Product/Service				
Price				
Availability				
Reputation				
Delivery				
Location				
Special Offers				
After-Sales Service				
Strengths				
Weaknesses				
Unique Selling Points				
Promotion/Sales				



My product/service is better than Competition 1 because:

My product/service is better than Competition 2 because:

My product/service is better than Competition 3 because:

Things that I may need to think about for the future:

Promotion:

How I will be promoting my business:

Where I will be promoting my business:

Advertising I will be doing:

Social Media and my website:



Budgeting:

Survival Budget:

What comes in	Weekly	Fortnightly	Monthly
Wages			
Benefits			

What goes out	Weekly	Fortnightly	Monthly
Rent			
Council Tax			
Bills - gas/electric/water			
Credit Cards			
Loans			
Mobile/ phone/ internet			
Food/ household			
Prescriptions			
Bus/ travel			
Clothes			
Childcare			
Leisure			
Savings			
Tax			
National Insurance			

What comes in per	
What goes out per	
What is left?	



Business Budgeting:

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
Sales													
Total A													
Stock													
Wages													
Total B													
Gross Profit (Total A - Total B)													
Rent													
Rates													
Utility													
Stationery													
Print													
Advertising													
Total C													
Net Profit (Gross Profit - Total C)													

