

Cake Decorating Courses - Business Plan Template

Business Details

Name of Business	
Principle Owner	
Address	
Postcode	
Telephone Number	
Website	
E-mail	
Legal Status	

Business Mission Statement:

Your Key Core Values

What are the 3 Key Reasons YOU want to start this business?

- 1.

- 2.

- 3.

Objectives

To Achieve YOUR dream business First focus on the 3 YEAR OBJECTIVE then bring it back to what you need to do within the next 3 months to move towards achieving that objective.

Create SMART Objectives – Specific, Measureable, Achievable, Realistic & Time bound

Within 3 months	
Within 6 months	
Within 12 months	
Within 24 months	
Within 36 months	

The Competition

Name of Business	Describe what they do well	Describe what they could improve on	Marks out of 10

Capacity

How much time can you give to the business each week?	
How much of that time will be taken up by admin? i.e. ordering stock, marketing, bookkeeping, learning	
How much time does that leave for running courses?	
How many courses do you want to run?	
What's Stopping you from running that number?	
Is this reflected in the objectives above?	

Marketing Plan

Activity	Start	Live	Cost	Measure	Comments
<i>e.g. Competition local paper</i>	<i>01/04/10</i>	<i>01/05/10</i>	<i>£200</i>	<i>Promo code 1</i>	<i>Win a place on a course. Code '1' 10% OFF.</i>

Admin and Compliance tick list

- 1 Environmental Health Officer informed
- 2 Business Insurance
- 3 Business Bank Account
- 4 Working from home? - approval of lender
- 5 HMRC – Tax
- 6 HMRC - VAT - see Chapter on VAT
- 7 Sourcing suppliers
- 8 Business Plan Completed and review date set
- 9 Marketing Plan Completed and review date set

Plan of Action

Action Required	Priority 1 to 10	By [date]	Responsible	Comments

DATE FOR REVIEW: _____