



Small Group Support Document: - Template Business Plan

Business Plan Summary

A business plan is document explaining the aims of a particular group or project and how the group intends to achieve them. The business plan is an important element in the success of a new group. Funders often require a business plan before they will provide support.

Executive Summary

The executive summary for your Charity Business should be written last but included first in the plan and is a brief description of the entire business plan. It is intended to give the reader a basic understanding of the plan without reading the whole proposal.

Group Summary

What type of organisation your group is e.g. registered charity, address and location?

Aims and Objectives

Describe the intended aims to be offered. Be specific and thoroughly describe each aim and objective and what problem each will address or solve. Ask yourself what, where and why when you write this section.

Market/Needs Analysis

Develop the Market/Needs Analysis, this will answer the question, 'Who are we aiming to help?' Thoroughly document the need for your group or project through specific research. Include the demographics of your intended target audience and describe and other organisations who may deliver similar services.

Organisation and Management

Write the organisation and management section to describe how your group or project will be organised and managed. Write an organisational chart of members/volunteers, including their role descriptions.

Strategy, Implementation and Marketing

Explain you strategy and implementation, this will answer the 'how' you are going to meet the aims and objectives you listed above. This is an important section of the plan and will help you to write your marketing material, how this will be advertised and distributed and in what order.

Financial Strategy

Include a financial plan. Describe how and where you will get the money to fund you group/project. Give details about which grants you will apply for or where you intend to apply for loans. If you plan to raise money, give detailed description of how you will do so.

Summary

A final summary of the whole document, and compile the Appendix. The appendix should be well organised with graphs, charts and any supporting documents.