

## **South Coast Moneyline**

### **Guidance note for completing the business profile**

Please fill in all the boxes on the front page.

#### **Description of Business**

Question 1:

Explain in your own words what you are doing

Question 2:

Describe your business premises, providing details about the size and type of space you will need. Say whether you will be able to work from home or whether you will need separate premises. Things to bear in mind are:

- Planning / Building Regulations
- Leasing (length, cost, need for break clauses and notice of termination)
- Rental (renewal and review)
- Fixtures and fittings
- Type of licenses required
- Environmental / Hygiene regulations
- Cost
- Access
- Security

#### **Owner(s) Personal Details**

Question 3:

Explain in your own words why you think that you (and all your business partners) have the experience, ability and commitment to make a success of your business idea. Remember to emphasise practical experience.

Attach a C.V for each person involved in the business idea, or, if you prefer, give details covering:

- Education and qualifications
- Any previous experience
- Training
- Hobbies and interests
- Any other relevant information
- add extra sheets if you need to.

Question 4:

Include any business training such as:

- book-keeping, Marketing, Sales
- Any relevant specific skills training.

Attach copies of certificates.

Have you found or been told about any other training which would help your business such as:

- Professional
- Technical
- Business training

It is strongly recommended that you take advantage of the many free or low cost courses that are available through your local Enterprise Agency, Business Link or Job Centre Plus Training Provider.

## **Your Market**

Question 5:

Explain how you researched your market and what the results were.

Please attach details of research. This may either be:

- Desk research, such as looking at statistics, surveys, directories and other sources of information.
- Field research such as, researching potential customers using questionnaires and interviews and observing competitors activity.

Question 6:

Describe exactly who you think will want to buy your goods and services.

If appropriate, mention friends and family; have they given you any promises or offers of work or custom? If so, please give details of those who have agreed.

Question 7:

Provide evidence of competitors and describe their strengths and weaknesses.

Question 8:

Describing your marketing plan – this should cover:

- (i) How and where you will sell your products / services? Methods might include:
- Retail shop
  - Market stall
  - Cold calling
  - Tele-sales
  - Mobile
  - Sale or return
  - Internet / e-mail
- (ii) How will customers know about your business? Methods might include:
- Advertising

- Posters / leaflets
- Shop windows
- Word of mouth
- Mail shots
- Sign writing on vehicles

(iii) List the costs of advertising your products / services.

- Posters / leaflets
- Mail shots
- Telephone calls

Question 9:

How will you beat your competitors?

Give details of any special features or services you intend to provide. Describe the unique selling point that will mean people will buy from you rather than your competitors.

### **Pricing Policy**

Question 10:

Describe your pricing policy explaining how you decided what to charge per hour, per job, per item sold.

Set out what you will have built into your calculations. Don't forget to include all overheads and most importantly, profit. Overheads include costs such as:

- Stock or materials
- Heat / light / rent
- Labour
- Administration

Remember to cover unproductive time such as travelling, administration and getting quotations.

### **Sales Analysis**

Question 11:

Detail how many items / services / jobs you intend to sell per month over the next 12 months.

Explain how you will meet this target – be realistic and remember to allow for any seasonal variations.

**You will need to enter the expected income in your cash flow forecast – the last section of your business plan.**

## Costs

Question 12:

Provide a full list of the equipment, materials, supplies and services you will need to buy to run your own business. You will need this information for your cash flow forecast, where you will be required to list all of the common items of expenditure.

When thinking about the equipment you need, consider all your options such as:

- Buying second-hand
- Buying new
- Leasing or hiring

Pay particular care to your insurance needs and think about;

- Public liability
- Product liability
- Goods in transit
- Fire and theft
- Employers liability
- Vehicle
- Premises
- Personal

If you plan to work from home, remember to tell your insurance company since this may affect an existing policy.

Bear in mind that the cost of some services (e.g. phone, insurance and council tax) can be spread across a year.

Question 13:

Provide a full list of all the things you already own and plan to use in your business. The value of these will be your investment in the business.

## Cash Flow Forecast

The cash flow forecast is your expectation of the flow of money into and out of the business on a monthly basis. This brings together the work you have done earlier in identifying anticipated income or costs, including your personal survival budget. It is important that you complete the statement as realistically as possible so:

- Note seasonal changes in sales and overheads, such as heating and lighting in winter.
- Ensure earnings you pay yourself cover your survival income needs.
- Allow for any delay between sales and income.  
**Remember that cash in hand is better than delayed payment terms, especially when you start trading.**
- Do not over-estimate stock levels.
- Remember that some costs may be spread over a 12 month period and paid quarterly.
- Note that some loan period start dates may vary.





