

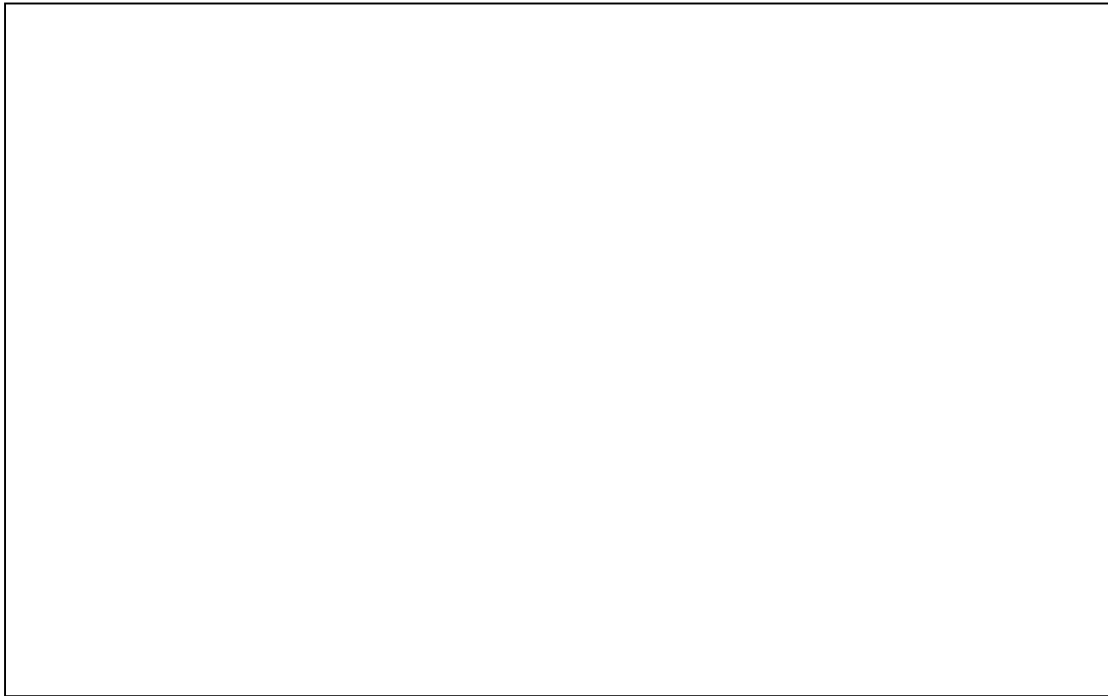
South Coast Moneyline

Business Profile

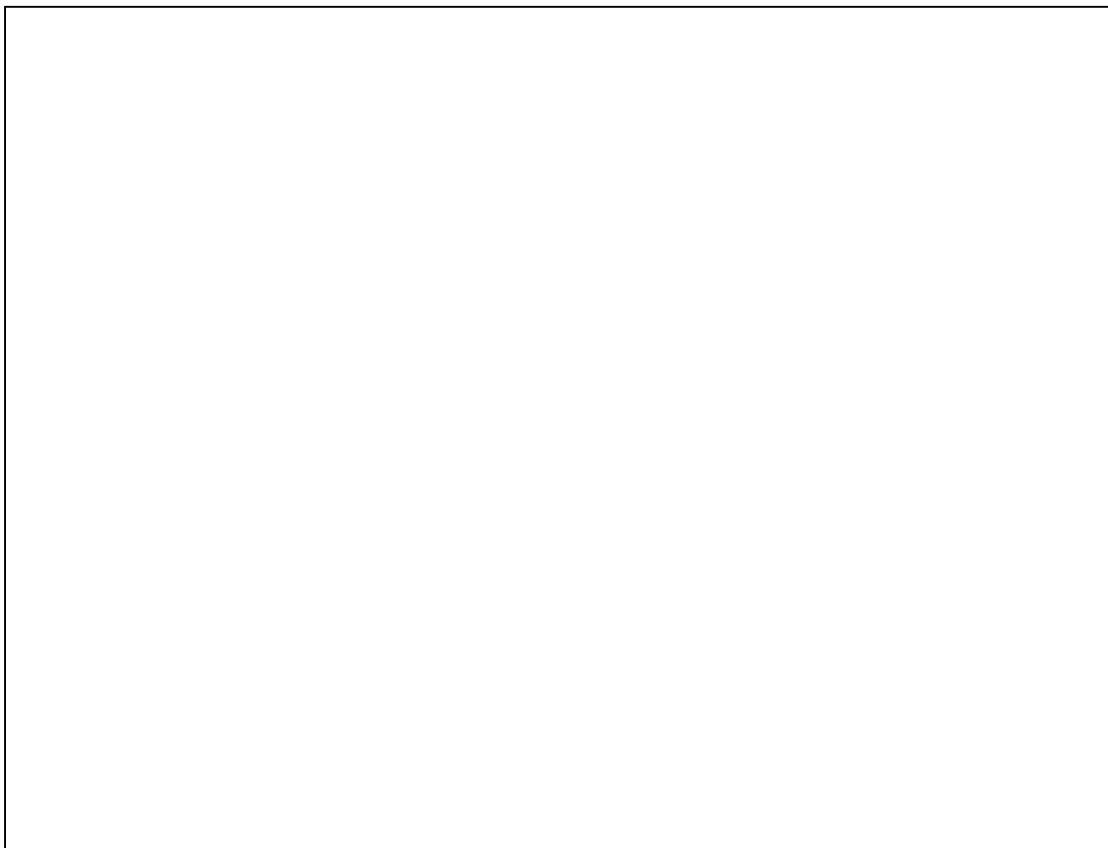
Business Name	
Owner(s) Name	
Business Address	
Business Telephone Number	
Business E-mail Address	
Mobile Telephone Number	
Home Address	
Home Telephone Number	
Home E-mail Address	
National Insurance Number	
Date	

Description of the Business

1. Describe the products you make or sell, or the services you provide.

A large, empty rectangular box with a thin black border, intended for the user to describe their products or services.

2. Give details of your business premises.

A large, empty rectangular box with a thin black border, intended for the user to provide details about their business premises.

Owner(s) Personal Details

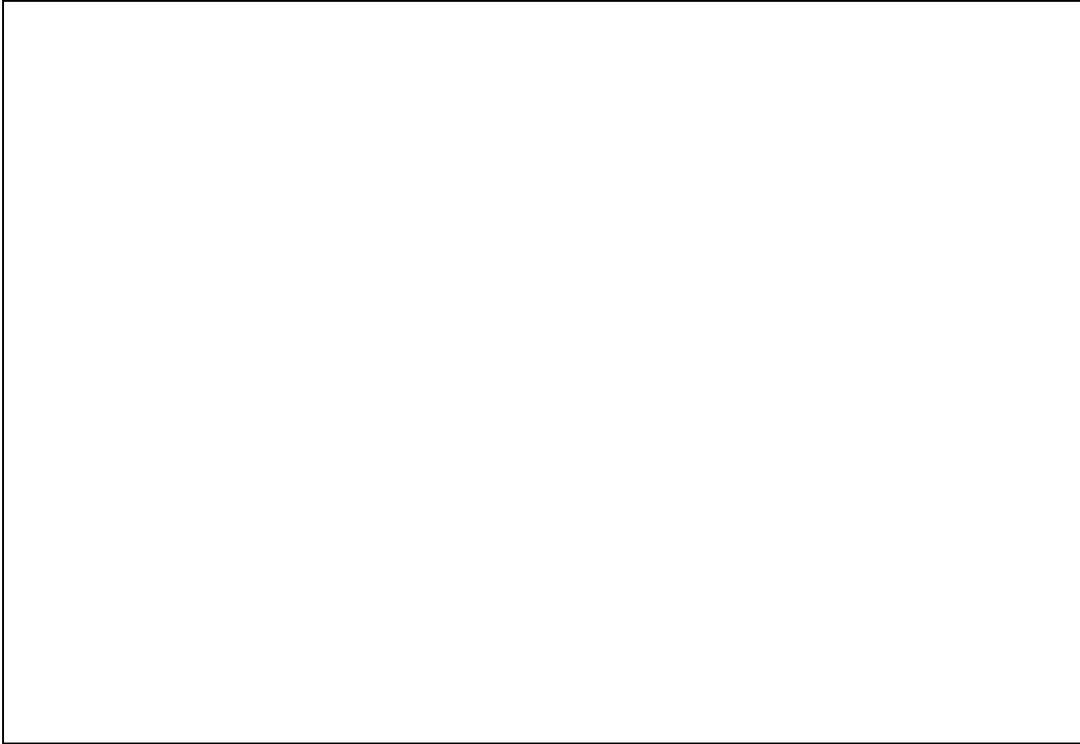
3. Give details of knowledge and experience

4. Give details of any training you have had that gives you the skills or business knowledge which will help you succeed with your idea.
Also, give details of any training you intend to help you with your business idea.

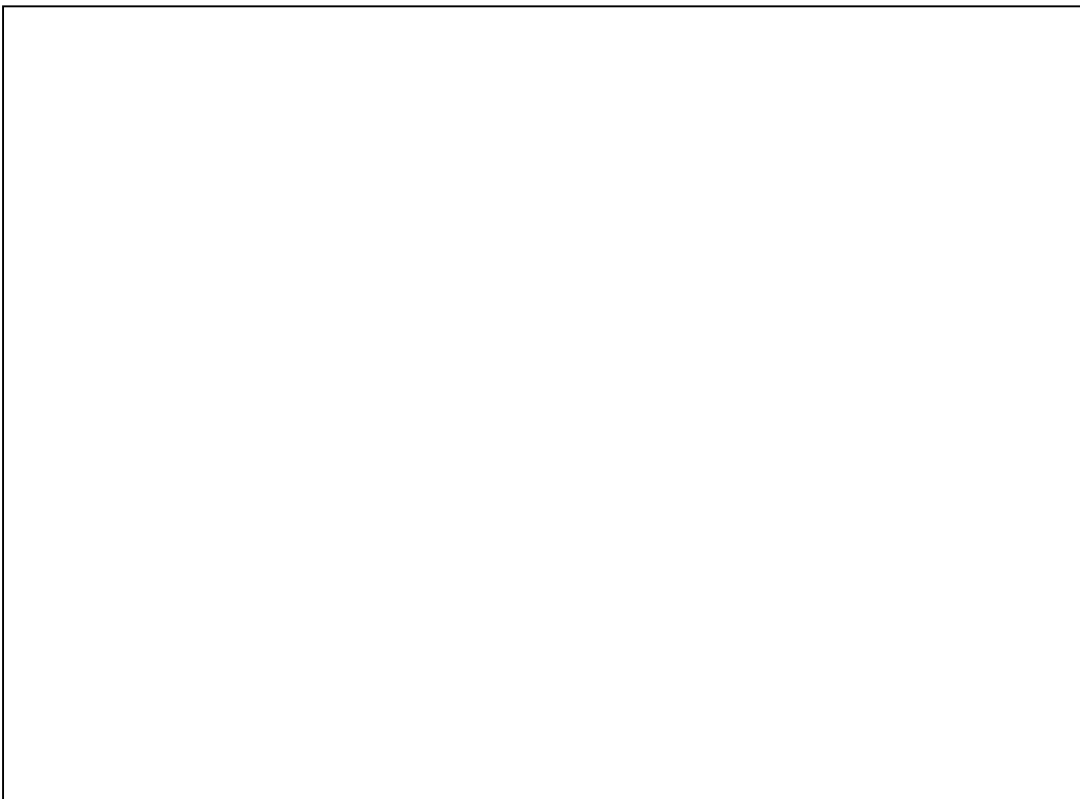
Your Market

5. Details of market research (attach evidence)

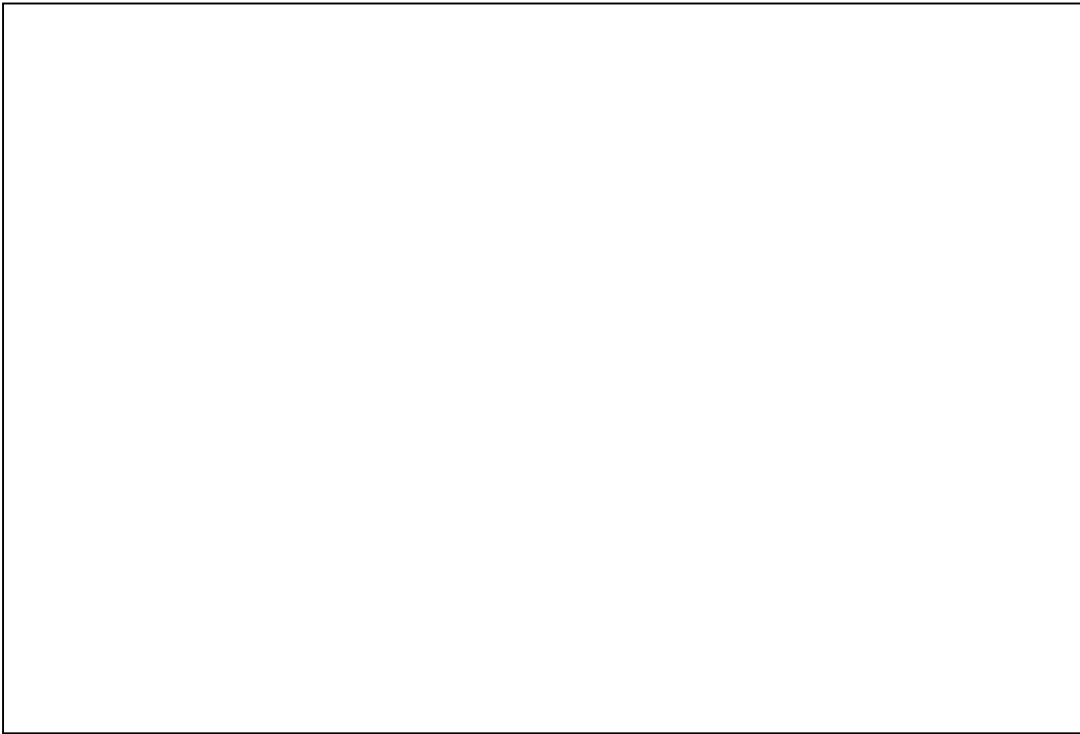
6. Who are your customers?



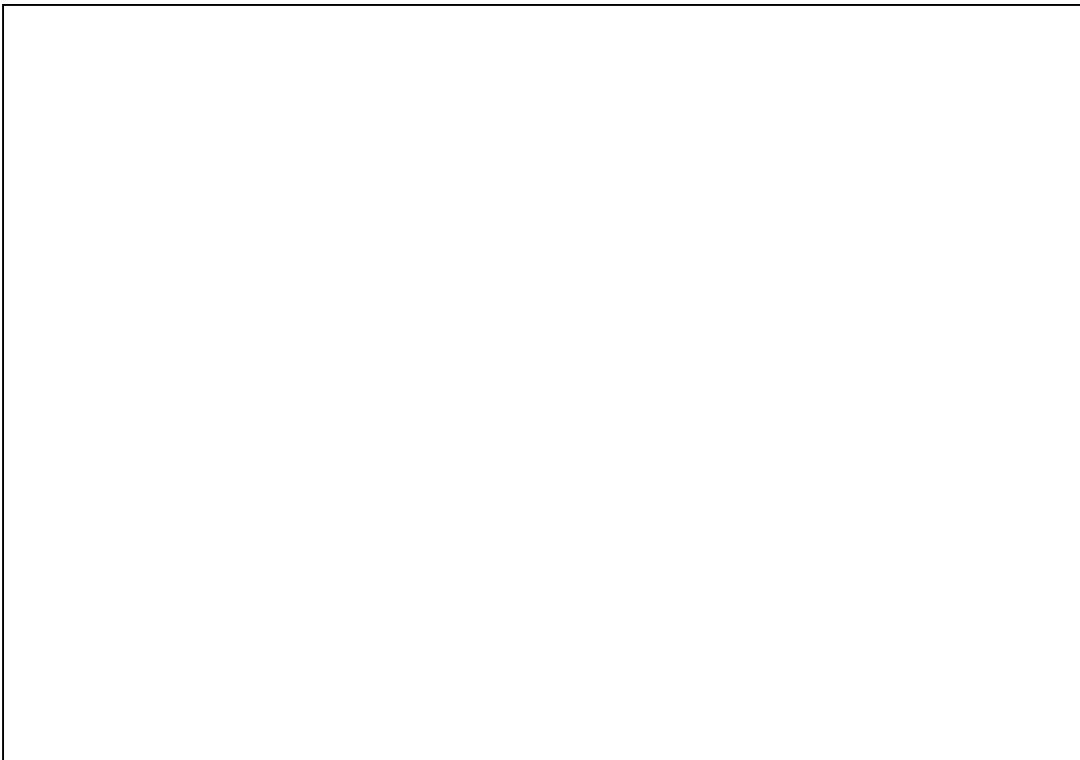
7. Who are your competitors?



8. Describe how / where you plan to sell your products / services and advertise / promote your business. Give details of costs.



9. How / why do you think you will be successful in this market?



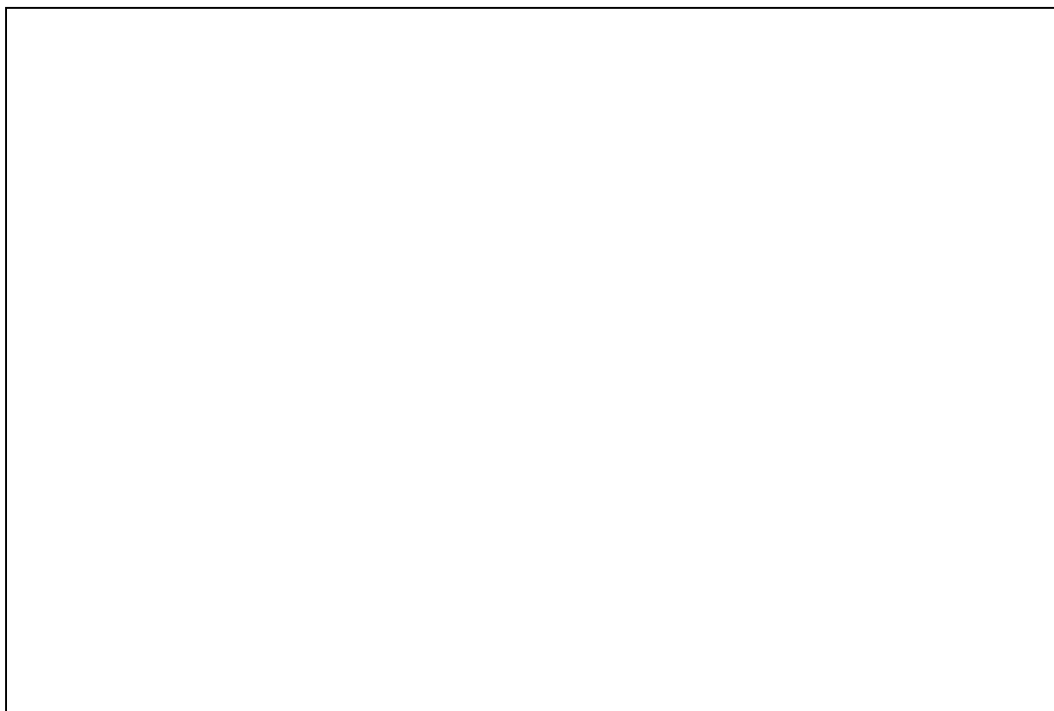
Pricing Policy

10. Explain how much money you will charge for your products / services and your total costs.



Sales Analysis

11. Explain how many items / services / jobs you think you will be able to sell over the next 12 months and what you expect the income will be.



Personal Survival Income

Detail below, your minimum personal expenditure and any income. (Do not include and business costs)

Description	Cost £
Estimated monthly expenditure	
Mortgage / rent	
Council tax	
Water rates	
Gas, electricity & oil	
All personal & property insurance	
Food / housekeeping (including board)	
Clothing	
Telephone (landline and / or mobile)	
Hire charges (T.V, video etc)	
Entertainment (meals, drinks etc)	
Subscriptions	
Car tax and insurance	
Car service / maintenance	
Children's expenditure and presents (if applicable)	
Savings plan	
Credit card / loan repayments	
Other (please specify)	
Contingencies	
Sub total	(a)
Estimated monthly income	
Income from family / partner	
Government benefits (e.g. Working Tax Credits)	
Other Income (please specify)	
Sub total	(b)
Total Survival Income for Year (a) less (b)	
If your estimated income (b) is greater than your estimated expenditure (a), you should decide how much money you could invest in your business	

TRADING & PROFIT / LOSS FORECAST

For year ending.....

YEARLY RECEIPTS

Total Sales	£	
Other Sources	£	
Total receipts	£	(A)

YEARLY COSTS & OVERHEADS

Materials	£	
Employees wages	£	
Rent & rates	£	
Heat & power	£	

FINANCE CHARGES

BANK	£	
HP	£	
LOAN	£	

Business Insurance	£	
Motor expenses	£	
Post & carriage	£	
Print & stationary	£	
Telephone	£	
Repairs & renewals	£	
Advertising	£	
Professional fees	£	
Depreciation	£	
TOTAL	£	(B)
NET PROFIT (LOSS) Before TAX	£	(Take B from A)