



WHAT IS A BUSINESS PLAN

1 - A BUSINESS PLAN IS A DOCUMENT, WHICH EXPLAINS:

- why a project is needed
- how it will work
- how you will manage it
- what the beneficiaries will gain
- how you will measure that achievement
- what it will cost and how it will be funded
- why **your organisation** should carry out the project

2 - A BUSINESS PLAN INCLUDES:

- a one page summary
- the organisation's aims and objectives and how the project fits into these
- a description of the service to be provided
- an analysis of the need - with figures of service users
- a survey of similar services provided by other organisations
- the project's aims and objectives
- a workplan for year one including objectives, method of achievement and a target to be achieved within a certain timetable
- details of how you will monitor these achievements
- a project management structure
- a budget and cash flow forecast for each year
- a fundraising plan with key dates
- a marketing plan with key dates
- your organisation's track record
- the staff requirements, including skills of key people involved in the project

3 – A SUGGESTED LAYOUT FOR A BUSINESS PLAN

- Summary/overview
- Organisation (*history/aims/vision*)
- Personnel
- Marketing (*research and promotion*)
- Finance
- Monitoring and evaluation (*Monitoring:- outputs = numbers; outcomes = impacts. Evaluation:- looks at results of monitoring*)

- Management systems (*policies; who is on the committee; strengths and weaknesses [SWOT]; actions to remedy*)
- Resources
- Projects/services provided
- Appendix (*Appendices: job descriptions, sensitivity analyses [what ifs], policies i.e. equal opportunities; training; Health and Safety*)

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