

Business details

Business and owner details:

Business name:

Owner(s) name:

Business address and postcode:

Business telephone number:

Business email address:

Summary

Business summary:

What are you setting out to achieve?

Business aims:

Aims should be broken down into long and short term.

Financial summary:

How will the business be funded?

Your background

Why do you want to run your own business?

Previous work experience:

Qualifications and education:

Training:

Details of future training courses you want to complete:

Hobbies and interests:

Additional information:

Products

What are you going to sell?

Describe the basic product/service you are going to sell:

Include typical costs per product

Additional information:

Customers

Who are your customers:

Describe your typical customer:

Where are your customers based?

What prompts your customers to buy your product?

What factors help your customers choose which business to buy from?

Have you sold products to customers already?

If you answered “yes”, give details:

Have you got customers waiting to buy your product?

If you answered “yes”, give details:

Additional information: