**Business Name:**

**Overview of the Business (Refer to Market Test Tool)**

*Provide a brief summary of your business idea and how you could launch it*

**Overview of the Team (Refer to Entrepreneurial Scorecards)**

*Provide a brief summary of team’s relevant skills and experience*

**Business Objectives (Refer to Opportunity Screening Checklist)**

*Highlight your short, medium and long terms business goals*

* Short Term (0 -12 months)
* Medium Term (12 – 36 months)
* Long Term (36 months onwards)

**Key Partners**

*Identify key stakeholders who will help you achieve your objectives e.g. suppliers*

**Key Activities**

*Explain the key operational activities of the business e.g. opening/closing premises*

*Explain the key admin activities of the business e.g. ordering stock*

**Key Resources**

*Explain what staff you will need in the first year of trading and beyond*

*Outline other resources the business will need to operate e.g. stock, premises, cash*

**Value Proposition (Refer to Business Model Canvas)**

*Explain reasons why customers will buy from you and not from your competitors*

**Customer Relationships**

*Explain the research carried out to identify potential customers and what they want*

*Explain the relationship you will develop with customers and how you will do this*

**Customer Segments**

*Who will be your typical customer and how big do you feel the market is?*

*Explain how you will promote your products to customers*

*Explain how you will sell your products to customers*

*Explain how you will distribute your products to your customers*

**Cost Structure (Refer to Basic Budget Planner)**

*List what you need to buy to allow you to start trading and how much it will all cost*

*Breakdown what your monthly/annual costs will be to run the business*

Revenue Streams

*Describe the products/services* *you intend to sell*

*Explain how much you will charge for your product compared to your competitors*

*Explain where you will get the funds to start the business*

Recommendation

*What is your recommendation for the project e.g. proceed/do not proceed/more research required and explain your reasoning.*

Appendices

*Please attach the following documents in addition to any other relevant supporting information you feel is required to support your case;* *Business Model Canvas, Market Test Tool, Opportunity Screening Checklist, Basic Budget Planner.*

NOTE: The maximum word count for the Feasibility Plan (Excluding the text of the original template itself is 2000 words).