

Bank of Ireland



Business Plan Template

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When it comes to making the most of your business, Bank of Ireland is here to support you in any way we can. We've put together a sample business plan template which illustrates the key areas to focus on when deciding the best direction for your business.

This plan will help you set out the main challenges involved in turning your idea into a successful business venture. As well as helping to fine-tune the key business objectives, it will also help to make for a more informed discussion with your financial institution or any potential investors.

Business Plan Summary

Date

Personal details

Promoter/company name

Key contact address

Phone number

Email address

Bank details

Account name

Account number

Account sort code

Key contact in branch

Business details

Main business activities

Describe the primary activities of your business

Business objectives

Outline the reasons for writing this business plan and what you hope to achieve

Legal form of business

Example - Sole trader/partnership/limited company etc

Key people details

Outline why this key person(s) is important to the business

Accountant details

Number of employees

Year 1:

Year 2:

Product/service details

Product or service type

Describe the product/service in detail

Key benefits of product/service

Detail how this product/service will meet the needs of potential customers

Market details

Target market

Profile your target market, e.g. age, gender, marital status, etc

Delivery channels

How will your product/service be delivered to your target market, e.g. retail outlet, online distribution, etc

Competitors

Outline the strengths and weaknesses of your main competitor(s)

Promotion/marketing

How will you promote/advertise your product(s)/service

Results of feasibility study undertaken

Display results from your market research, e.g. talking to potential clients, researching the market, etc

