****As well as completing your Pen y Cymoedd Wind Farm Community Fund application form, you’ll need a basic business plan and cashflow. A Business Plan doesn’t need to be long and complex. It just needs to set out as clearly as possible what you want to do and achieve, how you’ll do this, what you need to get you there, and details of income and expenditure.

You can use the template below, and can access other templates and further guidance from:

* [Business Wales](https://businesswales.gov.wales/starting-up/business-plan)
* [www.gov.uk](http://www.gov.uk) website [here](https://www.gov.uk/write-business-plan)
* [Cashflow Forecast template](https://www.startuploans.co.uk/cash-flow-forecast-template/)

|  |
| --- |
| **Company Name** *insert***Business Plan** [period the Plan covers – *insert dates*] Business Registered Address and Contact Details |
| **1. Introduction and Company Overview –a summary of your business and its aims, how it started and has evolved** |
| ***Prompts:*** * *Introduce yourself – skills, experience, training, why did you set up the business?*
* *Brief description of your business - who is involved, what you are going to do? What is (or will be) the management and staff structure? How is the business organised, what type of business it is? What facilities do you have?*
* *Describe your basic product/service – and then the different types of product/service you are going to be selling.*
* *Make sure you explain what distinguishes your business from similar businesses. What is its Unique Selling Point?*
 |
| **2.** **Market and Competitors** |
| ***Prompts:*** * *Details of your target markets, how you know what your customers’ needs are and how you meet those needs.*
* *Market research undertaken? What are the market gaps you will be filling?*
* *Who are your typical customers, are they individuals? Businesses? Both?*
* *Where do they live?*
* *What prompts your customers to buy your product/service?*
* *Are there other businesses out there doing the same thing – potential competitors? How does your product/service differ?*
 |
| **3. Sales and Marketing Strategy** |
| ***Prompts:*** * *How are you going to reach your customers?* *Why have you chosen this marketing method?*
* *How much will it cost?*
 |
| **4. Operations & Logistics** |
| ***Prompts:*** * *Explain how you run your business - include information about your location, premises and equipment, and your production plans, your suppliers, how you will deliver to customers.*
* *Are there any legal or insurance requirements? How will all this be managed?*
 |
| **5. Costs & Pricing Strategy** |
| ***Prompt:*** * *How have you come up with your pricing strategy - did you investigate competitors’ pricing?*
 |
| **6. Year 1 goals and delivery timetable** |
|  |
| **7. Risk Analysis / SWOT**  |
| ***Prompts:*** * *Identify the key risks your business will face and set out the action you’ll take to address these*
* *List your business's strengths, weaknesses, opportunities, and threats. What steps can you take to address weaknesses and minimise threats, and maximise strengths?*
 |
| **8. Legal and Compliance Issues** |
| ***Prompts*** *(not all these will apply to you – they are just examples)****:*** * *Is planning permission needed for your business premises?*
* *Have you contacted Trading Standards? Your local authority Food Health & Safety Team?*
* *If you are employing staff, do you know what your responsibilities are? Are you aware of what you need to do to comply with the Health and Safety at Work Act? Have you contacted HMRC? The* [*HMRC website*](https://www.gov.uk/government/organisations/hm-revenue-customs) *has lots of useful guidance.*
* *Have you sorted out all the insurance cover you’ll need?*
* *How will you manage waste?*
* *Do you have all the policies you’ll need in place – including data protection and GDPR?*
 |
| **9. Financial Forecasts and Planning** |
| ***Prompts:*** * *Provide a month-by-month income/expenditure and cashflow forecast for the first year – useful* [*template*](http://template) *here if you need one. What is your ‘break-even’ sales target?*
* *Explain how you have worked out your costs and cashflow – what assumptions have you made?*
 |
| **10. Appendices** |
| *Include documents and evidence to support your plan. This may include market research, letters of intent and any firm orders you may have, references, portfolio of previous work, legal documents, price lists, CVs for key team members and sample promotional material. Make sure you cross reference the appendices to the appropriate section of the business plan.* |

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