

The GetSet for Business Planner contains forty-eight screens, each forming a unique section of the business plan as shown below.

The sections will all appear on the bespoke business plan with the content submitted by the user under each title.

## 1.0 EXECUTIVE SUMMARY

- 1.1. Business Overview
- 1.2. Product and Service Features
- 1.3. Market Analysis
- 1.4. Marketing Strategy
- 1.5. Financial Overview

## 2.0 BUSINESS OVERVIEW

- 2.1 Business Concept
- 2.2 Personal Skills
- 2.3 Products and Services
- 2.4 Pricing
- 2.5 Location
- 2.6 Distribution
- 2.7 Suppliers
- 2.8 Quality
- 2.9 The Future

## 3.0 MARKET ANALYSIS

- 3.1 Market Research
- 3.2 Target Markets
- 3.3 Future Market Potential
- 3.4 Competition
- 3.5 Market Position
- 3.6 SWOT

## 4.0 MARKETING STRATEGY

- 4.1 Branding
- 4.2 Advertising
- 4.3 Directory Listings
- 4.4 Routes to Market
  - 4.4.1 Exhibitions
  - 4.4.2 Networking
  - 4.4.3 Direct Mail
  - 4.4.4 Marketing Literature
  - 4.4.5 Competitions

- 4.5 Public Relations
- 4.6 Internet
- 4.7 Sales Strategy
- 4.8 Customer Relationship Management
- 4.9 Information Management
- 4.10 Marketing Review

## 5.0 STRUCTURE AND OPERATIONS

- 5.1 Management and Ownership
- 5.2 Staff
- 5.3 Legal Issues
- 5.4 Insurance
- 5.5 Technology

## 6.0 ACTION PLAN

- 6.1 Activity Timetable

## 7.0 FINANCE

- 7.1 Start-up Costs
- 7.2 Source of Finance
  - 7.2.1 Banks
  - 7.2.2 Grant Finance
  - 7.2.3 Asset Finance
- 7.3 Ongoing Expenses
- 7.4 Sales Forecast
- 7.5 Cashflow Forecast
- 7.6 Financial Analysis