

Appendix 3 – Slough Borough Council - Example Business Plan

Business Plan Element	Detail
Summary	<ul style="list-style-type: none"> Who you are, what you want to do, how you intend to do it. Usually written last.
Your Organisation	<ul style="list-style-type: none"> Track record, current plans, partnerships, and people. Quality control/standards or methods of impact measurement being used by the organisation. This relates to the organisation (whether new or existing).
Introduction to the Project	<ul style="list-style-type: none"> Project Objectives Proposed Programme for delivery Proposed impacts/benefits of the project Proposals for management and operation of the asset and the capital construction phase where relevant.
Market	<ul style="list-style-type: none"> Need -what is the target market? Supply -who else is in the target market -why can't they supply what is proposed? Demand -what it is and how does the project meet it Pricing -how have charges been arrived at?
Promotion	<ul style="list-style-type: none"> What methods have been chosen (Online, direct to customer) and who will do it (in house or external)
Resources	<p>Financial Projections</p> <ul style="list-style-type: none"> Should include Cash Flow (For first year) Expenditure/profit and loss¹ for each year of the period of the plan <p>Explanatory notes</p> <ul style="list-style-type: none"> Should specify the assumptions on which projections are based and why. This should include assumptions about timing and levels of commitment for both income and expenditure.

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Risk Assessment Management/Mitigation	<ul style="list-style-type: none">• Analysis of Political Economic Social Technical Legal Environmental (PESTLE) issues or Strengths Weaknesses Opportunities and Threats (SWOT) to identify risks.
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