

Social Enterprise Business Plan Outline

Executive Summary

A brief summary of only the most important information for readers to get the concept. It should contain the answers to who, what, where, why, how and when.

Ideally, it can be a stand-alone document with clear highlights from your business plan and a financial summary. Normally it would be ½ - 1 page long.

Mission

As a Social Enterprise, you will be a mission-led business and this is what sets you apart from a regular business. State your social, economic and environmental aims. This should just be a paragraph as you can go into detail within the plan under the relevant section.

Organisation's business details

Include: business name; address; legal status; contact details; social media etc

Directors/Trustees details & background info

List the name, position and role of each director or trustee. Give background info on each person and the skills / trading performance / knowledge, they will bring to the business. It may be handy to provide a structural chart.

Market analysis / research

This is probably the most important part of your business plan. Solid research is necessary. Include: who will use your product / service. What data have you used to come up with that analysis? State the current market situation, target market(s), customer characteristics, their needs and why they consume a product/service. You should be able to qualify the figures you have put into your financial forecasting by the research done.

Competitive analysis

List each competitor whether they be direct, indirect and alternatives. There is ALWAYS competition or other options for any idea. If you really feel you have no competition, then look at the nearest similar idea and use them for your analysis. Describe what their strong points are, their weaknesses and how you will be different to them.

Products / services

This should list all your products and services in more detail than on the Executive Summary.

Three Year Objectives

Include this as a timeline (template attached)

Marketing and Sales

Describes how the organisation will reach the target market and turn prospects into revenue or earned income. Useful sub-headings: marketing strategy, sales channels (incl Social Media), marketing activities, advertising/promotions and a budget.

Evaluation and Impact Assessment

Social ventures have a “triple bottom line”. This section details social, economic and environmental benefits generated. State how you will measure these and future monitoring/tracking. Qualitative and quantitative information are both valued.

Risks

Detail major risks and how they are mitigated. This should include external and internal risk. Always show possible solutions you have thought through. For example: Risk - The Managing Director of Brag Enterprises (Brian) has an accident and will be unable to work for several months. Solution – Brian has clear written guidelines on what his duties are and a second member of staff is kept up to date with his job role. An allowance for extra staffing is shown in the financial forecasts. Risk – A major client hasn't paid a bill when they promised they would and there is now a cash flow problem and you can't pay your own bills. Solution – Make sure regular cash flow forecasts are done and kept up to date with realistic research and historical info so that short term loans can be organised and this situation doesn't arise.

Financials

The section provides 3 years of historical, current (if you are already established) and projected views. This should include start up needs, on-going profit/loss, and break-even. Assumptions and comments should be clearly detailed, as should capital requirements and sources.