Useful Resources to support completion of a business plan

General links

https://www.gov.uk/set-up-business
https://www.gov.uk/write-business-plan

Executive Summary

How to format an executive summary

Tips for a killer executive summary
https://www.entrepreneur.com/article/247312

Products and Services

How to explain your products and services in your business plan
https://www.thebalance.com/how-to-write-the-products-or-services-section-2951563

Market and Competitor Research

Market Research – Writing a business plan
http://www.wisteriabusinessplans.co.uk/articles/market-research-writing-a-business-plan

Market Research – The basics
http://resources.lloydsbank.com/business-guides/starting-a-business/understanding-your-market/
Competitor Analysis
https://blog.hootsuite.com/the-ultimate-competitive-analysis-template/

https://xtensio.com/how-to-create-a-competitive-analysis/

10 questions to help you write the competitive analysis section of your business plan

Swot Analysis
Swot Analysis format
http://articles.bplans.com/swot-analysis-examples/

Finances
Financial statements for start-ups

https://www.thebalance.com/financial-statements-business-plans-397551

Construction of a balance sheet and a profit and loss account

Understanding your business’s cash flow
https://invoiced.com/blog/understanding-your-business-cash-flow

Avoid business cash flow problems
http://www.sage.co.uk/business-advice/growing-and-running/seven-tips-to-avoid-a-cash-flow-crisis#

Appendix
What contents should be placed in the appendix
http://articles.bplans.com/what-to-include-in-your-business-plan-appendix/