Title of Project:

**BUSINESS PLAN FOR ESTABLISHMENT OF A COMPLEMENTARY THERAPY CLINIC**

Proprietor:

(ie, Student’s Name)

Company Name:

Training Establishment: DKAOR

**Table of Contents:**

Executive Summary 2

Product/Service/Location 3

Marketing Summary 4

Personnel/Management 5

Financial Plan 6

Legislation 7

**Executive Summary**

**Mission Statement**

**Business Model**

**Service/Product Offered**

**Short Term Objectives**

**Medium Term Objectives**

**Long Term Objectives**

**Location**

**Target Market**

**How/Why the Business will Succeed**

**Risks Involved and Risk Management**

**PRODUCTS / SERVICES / LOCATION**

(please complete the following headings)

**Describe the Service/Product**

**Advantages over Existing Services/Products**

**Premises Required**

**Resources Required**

**Development Plans for Further Services/Products**

**MARKETING SUMMARY**

(please complete the following headings)

**Market Research and Analysis**

**Does the Market Exist?**

**Who is the Target Customer?**

**How do you Plan to Attract Them?**

**What is the Current State of the Market?**

**What is the Potential Future State of the Market?**

**What is your Market Strategy?**

**Competitor Analysis**

**What is your Competitive Edge/USP?**

**PERSONNEL/MANAGEMENT**

(please complete the following headings)

**Key People Within the Business**

**Who Are They?**

**What are their Roles/Responsibilities?**

**What are their Skills?**

**What is their Experience?**

**What are their Qualifications?**

**What are their Training Needs?**

**FINANCIAL PLAN**

(please complete the following headings)

**Pricing**

**Projected Income**

**Projected Expenditure**

**Projected Cash Flow**

**Breakeven Analysis**

**Net Profit**

**Projected Profit/Loss**

**Start-Up Capital Required?**

**Proposed Future Capital Input?**

**How do you Propose to Raise the Capital?**

**Taxation**

**VAT** (if applicable)

**National Insurance Contributions**

**LEGISLATION**

(please complete the following headings)

**Legislation and Professional Requirements Relevant to the Proposed Business**

**What do you need to do to comply with:**

**Laws**

**Local By-laws**

**Insurances**