

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