

Industry and Trade Council, North West Jutland

Nordvestjysk Business Council is representing the North West Jutland businesses in a number of cooperative organizations, professional policy advice and forums.

Here you can among other things receive advice on personal contacts, entrepreneurial training, etc.

Business plan

As an entrepreneur you should for your own sake prepare a business plan. Please read the instructions and the guide thoroughly before you complete the business plan.

What do you do?

In connection with completing of the electronic form please use the "tab-button" to move from field to field.

If you need more space under one or more of the items, you can expand the number of lines using the "enter button"

You can send this form electronically, first save it to your computer (File-Save As + name of the business plan) and then send it as an attachment to info@nordvest-erhverv.dk or print it and send by traditional mail.

What is a business plan?

A business plan is a description of the business you want to establish, and a plan for how you will operate and develop it. The plan will bring together all the threads from your other preparations, but there are many other good reasons to get it done (see instructions).

You can use the completed business plan - as a guide, when you are up and running with the company. You get a tool you can use, both at the management and assessments of your business development, but you will first and foremost get a sound decision basis for when you definitively decide whether start up or not.

But remember - it's mostly in your and your company's interest to have prepared the plan, and if you feel you lack time and / or patience for it, think of the saying:

"Time is not something you get - it is something you seize!"

Remember to read the directions carefully while you fill in the form!

1. Information about you and the company you want to start

Name: _____ Cpr. No. _____
(Social Security no.)

Address: _____

Zip-Code /City: _____

Telephone no.: _____ e-mail: _____

Name of your Company _____

Address: _____

Zip-Code /City: _____

Telephone no.:

Type of legal Company Structure : A/S ApS Personal
 I/S Other

Do you start alone?: Yes No If no, state with whom below

Name: _____ Cpr. No. _____

Name: _____ Cpr. No. _____

Is the company your main occupation now, or it will be your main occupation in future? Yes No

Line of Business/Code *(If in doubt, ask the local Business Council)* _____

Municipality/Code *(If in doubt, ask the local Business Council)* _____

2. Your education and experience

Education: Unskilled _____

Skilled _____

Intermediate Education _____

Higher education _____

Courses _____

Latest Occupation: Employee Self-employed

Out of Work Student/Vocational Training

Other (specify) _____

Business Experience:

0 - 3 years

6 - 10 years

3 - 6 years

over 10 years

Industry knowledge:

0 - 3 years

6 - 10 years

3 - 6 years

over 10 years

No Industrial experience

Former Occupation? _____

3. How far are you with your plans?

Have you started?

No

If no, state expected start date: _____

Yes

If yes, have you within the past 3 years:

Established a company?

Taken over an existing company?

Taken over a company from a close relative?

Bought a part of a company?

Date for establishing or takeover of the company: _____

Is the company officially registered in DK?

Yes No

CVR-no.: _____

Reg. Date: _____

Taxable turnover within latest 12 month: _____

No. of employees: _____

Have you previously attended a "Basic Advisory"?

Yes

No

If yes, by whom? _____

4. Describe briefly your company's basic concept

In which area of business are you planning to start business? (one or more tick-offs)

Production

Craft

Retail

Service

Wholesale

Other: _____

5. Why do you wish to start a new company?

6. How do you expect your company to look one year from now?

Which targets do you have for the company and what are your personal goals?

7. Which product/services are you offering?

What are you offering? Which need do your product/services satisfy for the customer?

Is there a need for protection/patents for you product?

8. Suppliers

Which vendors do you plan to use?

9. Pricing of your product/services

What price do you expect that customers will pay for the product / service?

How does the price level in the market fit with your price calculation?

10. Company's customers/company's market

Consider the breakdown of your sales into the various customer groups

11. Company's sales channels

How do the products / services reach the customer? By direct selling or through others?

12. Marketing

How will you market your business? And by what means?

13. Tasks in the company

Priorities in your company - who will perform what? (For example, within economics, sales / marketing, production, purchasing, etc.)

Priorities / Tasks

- | | | | |
|----|-------|------|-------|
| 1. | _____ | Who? | _____ |
| 2. | _____ | Who? | _____ |
| 3. | _____ | Who? | _____ |
| 4. | _____ | Who? | _____ |
| 5. | _____ | Who? | _____ |

14. Staff

No. of employees including yourself by year 1 and year 2:

	No. of employees	Hours per. Week	Salary per hour
Hourly paid			
White-collar worker			

15. Competitor assessment

How many competitors are there within the area you seek your customers? _____

Name the three main competitors and state what they are particularly good at

Competitor name	Competitor is particularly good at

16. Competition parameters

Which means do you plan to use: What specific character has your product / company?

(Price, quality, delivery time, service and etc.):

17. Investment plans

What investments do you expect to make, what will it cost and how do you expect to get this?

e.g. loan, lease, your own funds

What do you need to purchase:	Amount	Equipment already in you possession:
	0,00 kr.	
	0,00 kr.	
	kr.	
	kr.	
	kr.	
	kr.	
	kr.	
	kr.	
Grand total	0,00 kr.	

18. Financial plan

Funding needs acc. to investment budget	0,00 kr.
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I expect to finance as follows:

Own funds	0,00 kr.
Loan (Family)	kr.
Loan (Bank)	kr.
Cash Credit	kr.
Other:	kr.
	kr.
	kr.
Total financing	0,00 kr.

19. Private consumption

How much do you need to draw from the company for private consumption

_____ kr.

(We recommend you make a private budget too)

20. Company budget

Is a budget prepared? Yes No

If no – who makes it? _____ When? _____

Operating Budget		
Enter year:		
Turnover		
Product Sales	0,00	0,00
Sales by Hour	0,00	0,00
Other Income	0,00	0,00
Turnover Total	0,00	0,00
Variable costs		
Materials	0,00	0,00
Salaries	0,00	0,00
Other	0,00	0,00
Variable Costs Total	0,00	0,00
Contribution Margin	0,00	0,00
Fixed Costs		
Wages(incl. ATP and social costs)	0,00	0,00
Housing Costs	0,00	0,00
Sales and Marketing Costs	0,00	0,00
Maintenance	0,00	0,00
Other	0,00	0,00
Fixed Costs Total	0,00	0,00
Result before Interests and Depreciation	0,00	0,00
Interests		
Interests from Bank Loans	0,00	0,00
Interests from Cash credit	0,00	0,00
Other Interests	0,00	0,00
Interests Total	0,00	0,00
Depreciation		
Operational Funds	0,00	0,00
Other	0,00	0,00
Depreciation Total	0,00	0,00
Fixed Cost, Interests and Depreciation Total	0,00	0,00
Net. Profit Before Tax	0,00	0,00