

Trade Business Plan

Startup and growth plan for a trade business

Company: _____

Date: ____/____/____

Address: _____

Ref: _____

Business Overview

Business name:

Owner name:

Trade:

Business structure (sole trader / Ltd):

Start date:

Executive Summary

Business concept, target market, and key financial goals:

Services & Market

Services offered:

Target customers & area:

Competitors:

Pricing Strategy

Day rate (£):

Hourly rate (£):

Materials markup (%):

Target profit margin (%):

Startup Costs

Item	Estimated cost (£)
Van	
Tools & equipment	
Public liability insurance	
Scheme / trade body registration	
Marketing & website	
Other	
TOTAL	

12-Month Cash Flow Projection

Quarter	Income (£)	Expenses (£)	Net (£)
Q1			
Q2			
Q3			
Q4			

Marketing Plan

- Google Business Profile created
- Trade directory listings
- Website live
- Local advertising / signage
- Referral scheme
- Social media

Registration & Compliance

- Registered with HMRC
- Competent person scheme / trade body
- Public liability insurance
- Employers' liability insurance (if staff)
- Business bank account

