

Business Plan Template

KH VIRTUAL ASSISTANT BUSINESS SERVICES



Tips for Writing Any Plan

- Start with the sections that come easiest (e.g. Products & Services, Customers). Build momentum.
- A business plan is like a jigsaw: start with the edges and the full picture will appear.
- Be positive but realistic. Show you understand risks and how you'll manage them.
- Review your plan monthly. What's changed? Which "to-do" items are complete?
- Share it only with trusted people who will give genuine, constructive feedback.
- Remember: the plan is a guide, not a rulebook. Adapt it to suit your business as it grows.



Table of Contents

- Executive Summary
- Purpose of Plan
- 3 Business Details
- Products & Services
- 5-6 The Market
- 7-9 Operations
- 10-11 Finance
 - 12 Appendix
- 13-14 SWOT Analysis
 - Best Practices

This template is designed to help you plan, launch, and grow your business with confidence. It covers all the core areas banks, investors, and advisers will want to see — but it's also practical enough to act as your own working guide.

How to use it:

- Start with the easy sections (Products & Services, Customers) to get momentum.
- Keep it simple bullet points are fine.
- Use it as a living document: update monthly to reflect what's changed.
- Add supporting documents (CV, contracts, market research) in the appendix.

This isn't about writing the "perfect" plan — it's about creating clarity so you can make decisions, track progress, and grow with confidence.

Executive Summary

FOCUS

Focus on the "what" and "why"

— what you do, who for, and
what makes you different.

COME BACK TO THIS LAST

Write it last — it's easier once you've fleshed out the rest of the plan.

Business identity:

What is your legal structure (sole trader, partnership, limited company)? Are you VAT registered or not?

→ Example: "KH Virtual Assistant Services is a limited company, not currently VAT registered."

What you do:

Briefly describe your core products or services. Keep it simple.

→ Example: "We provide virtual assistant support specialising in property management and cleaning businesses, including systems setup, client onboarding, and compliance documentation."

Target market:

Who are your customers and why do they need you?

→ Example: "Our clients are small-to-medium property management and cleaning companies who want to scale without drowning in admin."

Financial outlook:

What do you expect turnover and profit to be in year one?

→ Example: "Projected turnover of £80,000 with net profit of £35,000."

Operations:

Do you have premises, staff, or equipment in place (or plans to add them)?

→ Example: "The business is run remotely with no premises. One part-time assistant will be added in year two."

Your background:

What relevant experience do you have that builds trust and credibility (especially if seeking funding)?

→ Example: "With over 8 years running and scaling a cleaning company (28 staff, £450k turnover) and managing a 26-room serviced accommodation business, I bring first-hand knowledge of the industry and the systems needed to succeed."

Tip: Keep this section short (half a page or less). Write it last — once you've completed the rest of the plan, so you can summarise the highlights clearly and confidently.

Purpose of the Plan

BE CLEAR

Be clear on the audience — bank, investor, partner, or just yourself. Even if it's just for you, write it down — clarity creates commitment.

FUNDING

If asking for funding, state exactly how much and what it's for

The purpose of this plan is to clearly set out why you are creating it and who it is intended for. Business plans can serve different purposes depending on your stage of business and goals.

Ask yourself:

Are you writing this plan primarily for yourself — to gain clarity, set direction, and map out your ideas?

Is the plan intended for external use — such as sharing with banks, investors, grant bodies, or potential partners to demonstrate the viability of your business? Do you want to use it as a tool to attract team members, advisers, or collaborators? If funding is required, this section should briefly outline: How much money you need.

What you will use it for (e.g. purchasing equipment, funding initial stock, covering working capital, hiring staff, or marketing campaigns).

How long you anticipate needing the funding for, and what return or impact it will generate.

This section acts as a signpost for the reader — it tells them straight away why they should pay attention to your plan, what you're hoping to achieve, and whether you are seeking financial support or simply creating a structured roadmap for growth.

Tip: keep this section short, clear, and to the point. The details will be unpacked in the later sections.

Business Details

This section sets out the key information about your business. Keep it factual and straightforward.

Business Name:

What is your registered or trading name?

Address:

Where is your business based? Include home address too if different.

Phone Number:

Provide a main contact number for business use.

Email Address:

What is your professional email?

Website:

Add your domain or planned website address.

Legal Status:

Are you a sole trader, partnership, or limited company? If partnership/limited, list all partners or directors. Do you need a Partnership Agreement or Shareholder Agreement?

VAT Status:

Are you VAT registered? If yes, provide your VAT number. If not, when do you expect to register?

Start Date:

When did/will the business officially begin trading?

Work Experience & Qualifications

Briefly outline your relevant background. Summarise your experience, skills, or qualifications that support your ability to run this business. Save the detailed version for your CV in the appendix.

→ Example: "I have 8 years' experience running a cleaning company with 28 staff and managing 45+ holiday homes, plus 3 years operating a 26-room serviced accommodation business."

Advisers Consulted

List the professionals and advisers you've already spoken to (or plan to). This shows you are building on solid guidance.

Bank:

Accountant/Bookkeeper:

Lawyer/Solicitor:

Business Gateway / Mentor:

Other advisers: (e.g. other business owners, industry experts, networks)

Products & Services

This section describes what your business actually does — the products you sell or the services you provide. Be specific and clear, so anyone reading understands exactly what you offer and how it works.

Use the prompts below to guide you:

Business activity:

What does your business do?

→ Example: "We manage short-term rental properties on behalf of landlords, handling bookings, guest communication, and cleaning."

Products/services in detail:

List your main products or services, and describe how they are delivered.

→ Example: "Services include virtual assistant support, system setup, onboarding automations, and document creation."

Stock or materials:

What stock, raw materials, or consumables do you need?

→ Example: "We use cleaning products, branded uniforms, and business software subscriptions such as Xero and Trello."

Production/delivery method:

If you make or deliver something, how will this be done?

→ Example: "We provide services online using tools like Google Workspace, Canva, and Meta Business Suite. Cleaning is delivered by a team of trained staff on-site."

Pricing structure:

How do you price your products/services (hourly, per project, per unit, subscription)?

→ Example: "We charge clients on a monthly retainer or hourly rate depending on the level of support."

Unique selling point (USP):

What makes your product/service different or better than competitors?

→ Example: "We combine professional VA services with real-life experience running property and cleaning businesses — meaning we understand the industry challenges first-hand."

Tip: Write in plain language — imagine you're explaining your business to someone who has never heard of it before. Avoid jargon unless it's essential.

The Market

This section shows that you understand the market you're entering — your customers, competitors, and how you'll position your business.

Market Research

Demonstrate that you've investigated whether demand exists for your products or services.

What research have you done?

e.g. speaking to potential customers, running surveys, analysing reports, studying online trends.

What did you learn?

Can you prove there is real demand for your service?

How big is the opportunity?

How many potential customers are there, and is the number growing?

→ Example: "Surveyed 50 landlords and 40% said they are dissatisfied with their current property manager. Demand is rising in our area due to new short-term let licensing rules."

Customers

Describe your ideal clients clearly so you know who you're targeting.

Who are they?

Individuals, businesses, or both? Age, gender, industry, lifestyle, or business size?

What do they have in common?

Needs, pain points, goals?

Where are they located?

Define your geographical reach — local, national, or global.

Buying patterns:

Will they buy once, or return regularly?

→ Example: "Our customers are small property management companies (5–20 units) and cleaning businesses with fewer than 30 staff. They typically rebook support services on a monthly basis."

Competitors

Show that you know who else is out there and why customers should choose you.

Direct competitors:

Who offers the same services/products?

Indirect competitors:

Who else solves your customers' problems, even differently?

Strengths and weaknesses:

What do they do well? Where do they fall short?

Your edge:

Why will customers pick you over them?

→ Example: "Large VA agencies offer scale but are impersonal. Our edge is real, hands-on experience in property and cleaning businesses."

Pricing

Outline how you'll price your products or services.

How will you set prices?

Hourly, project-based, subscription, package?

Which services will bring best margins?

Will you offer tiers or extras?

→ Example: "Retainers start from £200/month, with project work from £350. Premium package includes SOP creation and system setup."

Distribution

Explain how your products or services reach the customer.

Sales channels:

In person, online, direct delivery, retail, agents, etc.

Logistics:

Will you deliver, post, use couriers, or provide remotely?

International:

Do you plan to import/export?

→ Example: "All VA services are delivered remotely via Zoom, Google Workspace, and project management tools. Contracts sent electronically."

Branding & Design

Show how you'll present your business to the world.

Brand identity:

Logo, colour palette, fonts, tone of voice.

Consistency:

How will branding appear across stationery, website, social media, vehicles, uniforms, or premises?

Professional input:

Will you use a designer or DIY with tools like Canva?

→ Example: "Our branding uses teal and blush rose to convey professionalism with approachability. Canva templates ensure consistency across documents and socials." Promotion & Selling

Explain how you'll reach customers and persuade them to buy.

Marketing methods:

Advertising, PR, flyers, website, email campaigns, networking, word-of-mouth.

Social media strategy:

Which platforms will you use? How often will you post?

Events/PR:

Will you attend exhibitions, apply for awards, or run promotions?

Sales approach:

Personal selling, inbound marketing, referrals, cold outreach?

 \rightarrow Example: "We promote via LinkedIn and Facebook groups for property and cleaning businesses, supported by free downloadable resources that grow our email list."

Operations

This section explains the practical side of your business: where you'll operate, who will be involved, and how you'll make sure everything runs smoothly and legally.

Staff & Others Involved

Describe who is (or will be) working in your business.

Who will be involved?

Staff, contractors, family support, or advisers.

Roles & responsibilities:

What will each person do?

Pay, recruitment, and training:

How much will staff be paid? How will you recruit and train them?

External support:

Which outside professionals will you pay for (accountant, solicitor, HR, marketing, IT)? → Example: "Initially, the business will be run by the owner. A part-time VA will be recruited within 12 months. Bookkeeping will be outsourced to an accountant."

Premises

Explain where your business will operate from.

Location:

Home office, rented space, business centre, shop, industrial unit?

Ownership/lease:

Owned or leased? Lease terms, rent, rates, deposit, renewal info.

Facilities:

Rooms, equipment, layout, storage, access, parking.

Permissions & compliance:

Planning permission, building warrants, fire safety, accessibility issues.

→ Example: "The business operates from a home office, with digital filing systems in Google Workspace. Expansion to a serviced office will be considered in Year 2."

Legal & Compliance

Set out the legal requirements for running your business.

Insurances required:

Professional indemnity, public liability, employer's liability, sector-specific insurance.

Licences/permits:

E.g. short-term let licence, food hygiene certificate, data protection registration (ICO).

HMRC/Companies House obligations:

Tax, VAT returns, annual accounts, etc.

Health & safety:

Risk assessments, fire safety, first aid.

→ Example: "The business is ICO registered for data protection and holds professional indemnity and public liability insurance."

Suppliers

Explain how you'll source what you need to operate.

Main suppliers:

Who are they and what do they provide?

Agreements in place:

Have you discussed pricing, terms, or discounts?

Reliability:

Do you have backup suppliers in case of issues?

→ Example: "We use Canva Pro, Meta Business Suite, and Google Workspace as key digital suppliers. Backups include Dropbox and Trello."

Intellectual Property

Detail what needs protecting.

Trademarks, patents, copyrights:

Do you need to register your name, logo, or designs?

Ownership rights:

Do you own the rights to your designs, website, or branding?

Future needs:

Are you developing anything innovative that should be protected?

→ Example: "We own full rights to the KH Virtual Assistant branding and Canva templates."

Quality Control

Show how you'll ensure consistency and standards.

Processes:

How will you measure and monitor quality?

Customer feedback:

How will you collect and respond to feedback?

Accreditations or inspections:

Do you need ISO, industry memberships, or inspections?

→ Example: "We monitor client feedback monthly and adapt SOPs to ensure consistent service delivery."

Information Technology

Outline your IT setup and approach.

Equipment:

Computers, phones, software, systems required.

Security & backups:

How will you protect customer data?

Web presence:

Website, domains, online sales or booking systems.

→ Example: "We operate entirely online using Google Workspace with two-factor authentication. Files are backed up weekly to Dropbox."

Environmental Considerations

Show awareness of your environmental impact.

Waste management:

How will you deal with waste (paper, packaging, products)?

Energy efficiency:

How will you keep costs and energy use down?

Recycling/eco initiatives:

Will you recycle or promote sustainable practices?

→ Example: "All systems are paperless. We recycle old equipment and work with suppliers who meet environmental standards."

Finance

This section explains the numbers behind your business. Be realistic, not over-optimistic. Show where your money will come from, how it will be spent, and how the business will stay sustainable.

Capital Expenditure (What you need to buy)

List all equipment, tools, vehicles, or major purchases needed to get started.

Shopping list:

What do you need before starting (e.g. laptop, software, phone, van, machinery)?

Already owned:

What equipment do you already have? Estimate its second-hand value.

New vs. second-hand:

What can be bought second-hand? What must be new for reliability or compliance? \rightarrow Example: "Laptop (£800), Canva Pro (£100/yr), mobile phone (£400). Already own office desk worth ~£100."

Income (\$ales you expect)

Work out how much money you will bring in and how often.

Monthly sales:

How many customers/jobs per day/week/month? At what price?

Seasonality:

When will you be busy or quiet? (e.g. SA busier in summer, cleaning busy pre-Christmas).

Start-up reality:

Allow for lower sales in the first few months while building awareness.

 \rightarrow Example: "Year 1 target is 6 clients at £250/month each = £1,500 monthly income. Goal to grow to £3,000/month by year-end."

Overheads (Your regular costs)

These are the ongoing costs of running your business.

Fixed costs:

Rent, utilities, insurance, subscriptions.

Variable costs:

Fuel, supplies, marketing campaigns, travel.

Unexpected costs:

Always allow for price increases or repairs.

→ Example: "Overheads include internet (£40/m), software (£50/m), insurance (£35/m). Marketing budget £150/m."

Cash Flow (Money in vs. money out)

Cash flow is about timing — when money actually arrives and when bills are due.

How will customers pay?

Cash, bank transfer, card, PayPal?

Payment terms:

Do you get paid immediately, or 14/30 days later?

Chasing payments:

Who will follow up late payers?

→ Example: "Clients invoiced monthly, 7-day terms. Payments tracked in Xero with automatic reminders."

Financing (Where the money comes from)

If you need external funding, set this out clearly.

Start-up costs total:

How much do you need before trading starts?

Funding sources:

Owner's savings, bank loan, overdraft, family investment, grants.

Repayment plan:

How will you repay loans? Over what time?

 \rightarrow Example: "Start-up costs £3,000. Funded by £1,500 personal savings and £1,500 start-up loan repaid over 2 years."

Long-Term Business Aims

Think about your financial vision beyond year one.

Year 1-3 targets:

What are your sales and profit goals for each year?

Growth milestones:

When will you add staff, expand premises, or invest in new tools?

Exit or succession plan:

Grow to sell, franchise, retire, or hand over?

→ Example: "By Year 3: turnover £120k with 1–2 part-time assistants. Long-term goal: build to £250k turnover and hire a manager."

Financial Forecasts & Assumptions

Banks or investors need to see the numbers behind your predictions.

Show assumptions:

E.g. 'Month 1: 2 clients at £200 each. By Month 6: 8 clients at £250 each.'

Best/worst case:

What happens if sales are lower or higher than expected?

Break-even point:

How many sales do you need to cover all costs?

 \rightarrow Example: "Forecast assumes 5 clients by Month 3 and 10 clients by Month 9. Break-even at 6 clients/month."

Appendix

The appendix is where you attach supporting documents that give evidence and depth to your business plan. Think of it as the proof behind your words. Only include what's relevant, and keep it organised.

What to Include

CV/Resume

Add your CV or team CVs to highlight skills, experience, and qualifications that support the business.

→ Example: "Owner has 8 years' experience running a cleaning company with 28 staff, plus 3 years managing a 26-room serviced accommodation business."

SWOT Analysis

Strengths, Weaknesses, Opportunities, Threats.

→ Example: "Strength: Hands-on industry experience. Weakness: Limited admin support in Year 1. Opportunity: Growing demand for SA support. Threat: Competitor undercutting on price."

Certificates, Training & Accreditations

Add anything that boosts credibility — training certificates, industry memberships, accreditations, awards.

→ Example: "Registered with ICO for data protection, holds professional indemnity insurance."

Legal/Registration Documents

Company registration, VAT registration, licences, insurance certificates.

Contracts & Agreements

Sample client contracts, supplier agreements, staff contracts, leases, or shareholder agreements.

Market Research Evidence

Survey results, industry reports, online data, competitor research.

Equipment & Assets List

List of what you already own with values, and a "shopping list" of what needs purchased.

Letters of Intent/Support

Any customer or partner who has said they'll work with you — even informally.

Financial Forecasts

Cash flow, profit & loss, balance sheet projections. Show assumptions used.

Tips for Using the Appendix

Only include items that add value — don't overload with irrelevant paperwork.

Number and label documents so they're easy to reference.

Keep it professional – typed, clear, and well-presented.

→ Example: Instead of saying "I'll get contracts," include a sample contract template. Instead of saying "I did research," attach survey results or charts.

By completing the appendix, you show funders, partners, or advisers that your business plan isn't just theory — it's backed by evidence and preparation.

SWOT Analysis

STRENGTHS - inside your business

WEAKNESSES - inside your business

- · "Positives" of what you're doing
- · Your skills
- · Previous job experience & training
- · Knowledge/experience of business, eg marketing, selling, legal, accounts, working with customers, pricing
- · Others who can help you
- · Your products or services
- · Market research
- · Your understanding of customers, suppliers
- · Things you are good at
- · Things you like to do (business related)
- · "Plus points" in your favour for you and the business
- · Your contacts
- · Access to finance
- · Previous successes
- · Your competitive advantages?
- · Your USP's (unique selling points)?
- · Access to resources, assets, people?
- · Strength of your info or data?
- · Your financial reserves, likely returns?
- · Marketing your "reach", distribution, awareness?
- · Any innovative aspects?
- Good location and geographical coverage?
- · Prices, value, quality?
- · Accreditations, qualifications, certifications?
- · Your processes, systems, IT, communications?
- · Your culture, attitudes, behaviour?
- · Management cover for holidays
- Successor planned?

- · "Negatives" of what you're doing
- · Lack of knowledge/experience of business eg marketing, selling, legal, accounts, working with customers, pricing
- Your products or services
- Market research
- · Your understanding of customers, suppliers
- · Things you are not good at
- Things you don't like to do (business related)
- Things not in your favour for you or the business
- Access to finance
- Lack of competitive strength
- · Your reputation, presence, "reach"?
- Financials?
- · High overheads?
- · Your own vulnerabilities?
- Timescales, deadlines and pressures?
- · Early cash flow while trade builds up?
- · Start-up cash drain
- · Continuity, robustness of supply chain?
- Distraction?
- · Reliability of your information?
- · Is your plan predictable?
- · Your morale, commitment, leadership?
- · Lack of accreditations?
- · Your processes and systems?
- Who can cover you for holidays etc?
- Who will succeed you?

OPPORTUNITIES - outside your business

THREATS - outside your business

- Things you can take advantage of (say over the first year)
- Working with others
- · Market trends that will help your business
- · Competitors' vulnerabilities?
- · Industry or lifestyle trends?
- Technology developments and innovation?
- Global influences?
- New markets?
- · Niche target markets?
- · Geographical aspects export, import?
- · Market needs new USP's?
- · Market's response to your tactics?
- · Major contracts, tenders coming up?
- · Improving your business and product development?
- · Improving your information and research?
- · Possible partnerships, agencies, distribution?
- · Market volume & demand trends?
- Seasonal, weather, fashion influences?

- · Things to keep an eye on
- Market trends that will hinder your business
- · Competitors intentions existing and new
- · Change in government
- Economy oil price, Aberdeen economy, reduced council spending
- Political, legal, tax changes?
- Environmental changes or effects?
- · Changes in market demand?
- · New technologies, new IT services, ideas?
- Essential contracts and partners at risk?
- · Obstacles faced?
- · Insurmountable weaknesses?
- · Employment market for staff?
- · Financial and credit pressures?
- · Seasonality, weather effects?

Using the SWOT:

- · Make the most of your strengths to make you stronger, what training can you do?
- · Overcome your weaknesses can you learn it, or pay somebody else to do it?
- · Include the opportunities in your short term plans what other opportunities are there?
- · What can you do about the threats? keep your radar "switched on"

Best Practices

Types of Business Plans

Not every business plan looks the same. The style and detail depend on why you're writing it and who it's for.

1. A Plan for Funding (Banks or Lenders)

This is the version you'll share with a bank, grant body, or financial institution. It needs to be: Polished and professional – well-presented, with a contents page and executive summary at the front.

Simple to follow – write as if the reader knows nothing about your industry. Avoid jargon. Clear on funding needs – state exactly how much money you need and what it will be used for (e.g. equipment, stock, working capital).

Focused on numbers – lenders will pay closest attention to your financial forecasts and how you'll achieve them.

Credible and visual – include photos, charts, or examples of your work to support your case. Remember: this type of plan is a snapshot in time and may quickly go out of date — but it's essential to secure funding.

2. A Plan for Yourself (Working Document)

This version is less formal and designed to help you run the business day-to-day. It doesn't need to be polished — it needs to be practical.

Keep it organised: use a folder or digital system with sections (e.g. Marketing, Premises, Finance).

Collect your ideas: notes, scribbles, post-its, or quick thoughts are fine as long as you understand them.

Use it actively: create "to-do" lists under each section and update as you go.

Keep financials live: update your forecasts monthly to reflect what's really happening.

Make goals visible: keep reminders of your aims where you can see them daily.

This type of plan evolves with your business — it should grow and change as you do.

3. A Plan for Investors

If you're looking for private investment, your plan needs to answer two big questions: Why should I invest in you? What returns will I get?

This version must show strong growth potential, detailed financials, and a clear plan for how investors will see a return.

Writing a business plan is just the first step — the real work begins when you turn it into action. If you'd like support with setting up systems, creating documents, streamlining your admin, or simply having someone experienced to guide you, that's exactly what I do at KH Virtual Assistant Services.

With years of experience running and growing businesses, I understand the challenges of juggling everything yourself. I help business owners like you save time, reduce stress, and put the right foundations in place to grow with confidence.

If you'd like to chat about how I can support you, email me at hello@khvirtualassistant.co.uk or visit www.khvirtualassistant.co.uk. Let's make your business plan more than words on paper — let's make it work for you.

