

Business Plan Outline

Executive summary

- Describe the key objectives of the proposed social enterprise
- Describe the level of funding required to start the project.
- Provide details of the various stakeholders and management board
- Describe the benefits of the social enterprise to its potential funders.
- Describe the current status of this new social enterprise.

Market Research

The market research areas should cover and seek to identify facts about;

Population:

- Demographic profile and trend
- Size of families
- Average income
- Consumer habits

Local health and environmental issues:

- Green spaces
- Housing conditions
- Spatial management

Other providers:

- The services they offer
- Their approach to products and services
- The consumers they target
- Their prices
- The possibility of providing complimentary services
- The possibility of collaboration
- Other issues

Local needs:

- A description of the need for the product/service in the area.
- Potential customers for a social enterprise service
- Customers ability to pay
- Potential for developing them into stakeholders or members of the management board
- A description of the need for other related services (youth services, training, etc.)

Description of the service

- Describe the social enterprise services.
- Outline any special features and benefits
- Outline a quality strategy for the delivery of services

Description of Legal Structure

Outlines the typical legal structures adopted by the social enterprises.

- Applying for charitable status.
- Describe current legal structure for the new social enterprise
- Developing a management board

Operational plan

This should detail key objectives to be achieved by the social enterprise and when.

- Ethos of the organisation
- Opening hours
- Equipment and other resources

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- ❑ Details of premises
- ❑ Management controls for the delivery of effective service e.g. health and safety policies, accident prevention, equal opportunities, fire protection, preventing the spread of infection, safe operating activities, handling complaints, encouraging staff training and development, promoting quality within the organisation.

The social enterprise team

Details of the team involved in running the social enterprise should be included here.

- ❑ Roles to filled, when and how they will be recruited
- ❑ Qualifications being sought and experience required
- ❑ Diagram depicting staff team relationships

Implementation plan

This would describe the steps to be taken prior to starting up or expanding the social enterprise for example

- ❑ Securing premises
- ❑ Liaising with regulatory bodies regarding registration requirements
- ❑ Carrying out conversion and or building works

Marketing the social enterprise

Describes how the social enterprise will be promoted to:

- ❑ Potential customers
- ❑ Potential stakeholders

Will also look at various communication and advertising strategies for a social enterprise:

- ❑ Define the social enterprise's identity and ethos (mission, values, striking the right balance between social and business approach, quality focus)
- ❑ Using social auditing as a means to define the social enterprise's image

Identifying various communication channels:

- ❑ Partners,
- ❑ Stakeholders
- ❑ Management board members
- ❑ Local groups or initiatives

Pricing policy

Defining the pricing in the context of a social enterprise

- ❑ Outline the fee structure
- ❑ Outline how fees will be collected
- ❑ Penalties for non-payment

Financial information

Should provide information about the costs of starting the social enterprise, including capital and revenue costs. This would be summarized in the following:

- ❑ Cashflow forecast and the assumptions underpinning the cashflow forecasts,
- ❑ Profit and loss account and
- ❑ Balance sheets

Risk analysis

- Positive and negative returns: how to deal with them in a social enterprise with case studies. Possible constraints such as: planning permission, legal requirements, policies, insurance, time factors