1. Business at a glance
   1. Business Name

*[You need to include details about the name that you intend to trade and what intellectual property protection you have in place (if any)]*

* 1. Owners

*[Here you should give a brief background of the owners of the business]*

* 1. What we do

*[List out the services that you offer]*

* 1. Our vision

*[Here you should set out the purpose of the business but also the vision that you have for the future of the business.]*

* 1. Our target market

*[Set out the details of the target market usually by the area in which you will attempt to service.]*

* 1. Capital requirements

*[What your initial requirements for capital are.]*

1. History

*[Here you need to set out the names of the people behind the business, their experience and where applicable their expertise. This should set out in some detail about who the people behind the business are so that you can see where you are coming from.]*

1. Mission/Why

*[All great businesses have a why, if you haven’t watched Simon Sinek’s video,* [Start with Why](https://www.youtube.com/watch?v=u4ZoJKF_VuA) *on youtube you should what this to help you work out your Mission/Why.]*

1. Objectives

*[Here you should set out what you are hoping to achieve and when you are hoping to achieve it.]*

1. Management

*[Here you need to set out the management structure and who is going to do what in your business.]*

With three directors, SMS Law intends to make all decisions based on the best interests of the firm.

1. SWOT Analysis

*[You should undertake a SWOT analysis of your business, as this is a valuable exercise in evaluating where you are going. Make sure you undertake some critical thinking here to make sure that you get great benefit from this exercise. You don’t know what you don’t know but putting it onto paper will help you evaluate your business].*

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| **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
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1. Premises

*[If you are leasing premises you should set these out here. If you intend to in the future then equally you should set out the criteria you wish to reach before you lease premises.]*

1. Insurances

*[Set out the types of insurance that you will need. If you have a lease you should start with the insurances required by the lease. You should also consider any industry specific insurance that you need to operate your business. Make sure that you consider the amount that is required as well and discuss your requirements with an insurance broker.]*

1. Keys to Success

*[Set out here the key aspects of your business that set you apart. A good place to start with the SWOT analysis. Go through that and add anything that will set you apart from the competition.]*

1. Services/Products

*[Set out in detail what services or products you will provide. Also think about the future and what other areas or products you would like to expand into.]*

1. Marketing Strategy

*[You should set out the marketing strategy that you intend to undertake. This will change quickly and you have to be ready to adapt but at least put your starting point in this document.]*

1. Pricing Strategy

*[Set out how you intend to price your products and/or services.]*

1. Summary

*[Set out a summary of your position and where you intend to be.]*