

# New Warrington Market

## Business plan guidance note

Notes to assist you with the completion of the required business plan as part of the application process for space in the new, permanent Warrington Market.

### 1. Your business and objectives

Please fully describe your business, the services you wish to provide or the goods you wish to sell that will form part of the 'user clause' in your lease.

Under objectives, please tell us how you will get your business established in the new premises (promotions, advertising, offer etc.) and how you will develop that into year two, three and beyond.

We would also like to have your current nett annual turnover in this section, to the nearest thousand.

### 2. Your skills and experience

Please let us know any qualifications you have which are relevant to either what you sell, or what you are proposing to sell. If you are already trading, please tell us what you have been trading in (if different from your proposal), where, and for how long.

Also if you have any gaps in your knowledge and skills, how you propose to address them?

### 3. Your target customers

In this section we would like you to tell us about your target customers, including age, gender, income profile and how many you expect to serve each week?

Regarding pricing, is the service you offer or the goods you sell offered at a premium price or at a budget price?

### 4. Your business

In this section please tell us about what makes you unique in a crowded market place, why shoppers would seek you out in the market rather than buying at an alternative location or shopping online?

Please follow this with a simple SWAT analysis of your business with your strengths, weaknesses, future opportunities and what you see as threats to your business.

## 5. Your sales and marketing plans

How do you propose to advertise and promote your business, what sort of offers will you be making to customers, how will you stand out from other similar businesses? Do you have your own website, Facebook, Instagram, Pinterest or Twitter account?

## 6. Your operational plan

Who are your key suppliers, what would happen if they stopped supplying you for whatever reason, what is your back up plan if this happens?

How many staff do you employ? Are they full time or part time? What key skills do they possess that support your business? Do you intend employing further staff when we move to the new market? What will their roles be?

Which unit on the permanent market plan best suits your needs (please also provide a second and third choice)?

Are there any specific rules and regulations that apply to your business, how do you ensure compliance and what proof do you have?

What insurances do you have for your business (minimum £5million public liability insurance is compulsory), do you carry any stock insurance or product/service liability insurance?

## 7. Supporting evidence

Please list any documents or images that support what you have said elsewhere in the business plan, such as images of your current/former premises, plans for your new unit, insurance certificates (PLI compulsory here), qualifications, links to social media accounts or websites, details of references (two required if you don't currently trade with us).

You will also need to list the names and contact details of all qualified tradesmen you intend to use during the fit-out process, to allow checks to be undertaken. They will not be allowed to work on site until such time as this information has been provided and all checks have been completed and results are found to be satisfactory.