

BUSINESS PLANNING

TERMS OF BUSINESS



Stage 1: Free Telephone Consultation

Initially, we provide free 1 2 1 telephone consultations. These calls will be informal discussions so that we can understand more about you, your business and purpose of the business plan. During this process, we will ask several related questions for the purpose of gaining a clear understanding of your requirements.

Stage 2: Signing of Agreement Costs and Deposit

We will send you an agreement with our terms and conditions, and scope of work. At this stage, we will ask for a minimum deposit of £500 or 25% - 40% of the agreed fee to start the work and draw up a business plan questionnaire to understand more about your requirement. A Basic Business Plan, with a small degree of desk research, is £1,200 net. A standard strategic business plan which demands more research, is £1,800 net. The cost of a deep dive business plan is £2,800 plus VAT. The cost of a longitudinally researched business plan where secondary and primary data is collected over an extended period is arranged by negotiation.

Stage 3: Sending Questionnaire for Information

Once we have received the signed terms and conditions and deposit amount, we will start preparing a concise questionnaire which will be emailed to you within 5-7 working days. We may also explore a *business model canvas* with you.

Stage 4: Draft Business Plan

Once we have received the completed questionnaire, depending on the complexity of the plan, the degree of information already provided and the additional details we need from you, we require between 2 and 10 weeks to complete the draft business plan; On average we are completing the standard business plans in 4-5 weeks.

Stage 5: Finalising the Business Plan

We generally review the draft business plan with you, normally by Teams, Skype or Zoom, whichever your preference, after which we allow 7 days for you to email any specific amendments. We will then incorporate the amendments into the business plan, and after the remaining fee balance has been paid, you will receive both a Word document and pdf version of the business plan, the financial forecasts, and appendices – including any additional information such as spreadsheet, research docs and so on. We also publish and post 3 – 5 bound documents for each case.