

# The Business Basics Starter Pack: 3 Essential Templates for New Business Owners



First, we should start by congratulating you. You're taking steps to bring your new business to life. You've had your eureka moment, bulked out your idea – and maybe even incorporated your company already.

Now, you want to start trading. And we're here to help. We've assembled three key templates you can use to get your business on the move. Inside this guide, you'll find ↓

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① A Business Plan Template


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② An Invoice Checklist & Template

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③ A Marketing Plan Template

Fill out these templates and use them when dealing with your clients and suppliers and watch the financial fog clear.

Boom  Now you're in business.

# ① Business Plan Template

It's always a good idea to get things down on paper. And that goes for your business, too. A clear business plan will be the compass that guides your company to where it needs to go. It will help you organise your thoughts, set your business objectives, overcome business obstacles, and outline how your business differs from its competitors.

Using Osome's examples and prompts, complete each section in as much detail as you can to get the most out of your business plan. Then, refer back to it often to make sure you're on the straight and narrow. Who knows – there could even come a time when an investor asks to see it to help you take your business up a notch.



For expert advice on your financial plan, why not speak [to an Osome accountant?](#)

# ① Executive Summary

This is an overall summary of your business plan. It will help you and others to understand your business at a glance – about one or two paragraphs. Include:

1. A brief overview of your idea. It might be a project, product, or service.
2. Any analysis you've completed on your:
  - Customer
  - Market
  - Competitors

Also, detail where your business will be located, and your revenue goals for the next three years.

It's a good idea to write your executive summary once the rest of your business plan is completed.

- ① [Company name] is a [what is the project, product, or service you're offering? E.g. Childcare booking service] aimed towards [your core customer].

## Example

*Easykids* is a childcare booking service aimed towards busy mums in Manchester who need to keep their toddlers entertained for an hour a day, with an annual household income of HK\$450,000.

- ② The unique selling point of [company name] is [what sets your business apart?]

- ③ The business will be located in [location].
- ④ The business plans to [financial plans, e.g. break even by the end of the third year].

# ② Business Description

## Business Concept

Outline your business concept. Describe your business in more detail by giving an overview of your idea and the problem it solves, and who faces this problem.

It could be a new project, like building infrastructure that helps commuters, a new product, like a camera that helps birdwatchers, or a service, like valet parking.

## Business Objectives

Outline your business objectives. Use the SMART method to define your goals. Each goal should be; specific, measurable, achievable, realistic and time-phased. It could be a financial aim, a marketing aim, or anything else you are striving to achieve.

### Aim 1

[Business name] aims to [objective] by [time period]. This will be done by the following methods.

1. [How will you achieve this aim? Tactic]
2. [How will you achieve this aim? Tactic]
3. [How will you achieve this aim? Tactic]

### Aim 2

[Business name] aims to [objective] by [time period]. This will be done by the following methods.

1. [How will you achieve this aim? Tactic]
2. [How will you achieve this aim? Tactic]
3. [How will you achieve this aim? Tactic]



# ③ Business Environment Analysis

## Micro Environment Analysis

### Size of Industry

How big is the industry you're operating in, e.g.:

- What is the projected overall revenue of the industry?
- Is it on the rise or decline?
- How many jobs does the industry account for?
- How many people use a product or service related to the industry?

### Size of Market

- Most of this information will be available on the web, from sites like Statista
- If you're looking for more qualitative research, consider sending surveys to target customers about your idea and analysing the results to see if your business has potential.
- You could also look at your competitors' public reports on Companies House. If they're doing well, there's a chance consumers will want what you're selling.

# Business Environment Analysis

## Micro Environment Analysis - SWOT



Outline the internal (what your business can control) and external (what your business can't control) influences that will impact your business positively or negatively.



# Business Environment Analysis

## Competitor Analysis - SWOT



Outline some of your main competitors. What do they offer, and how much do their products or services cost? How does their offering compare to yours?

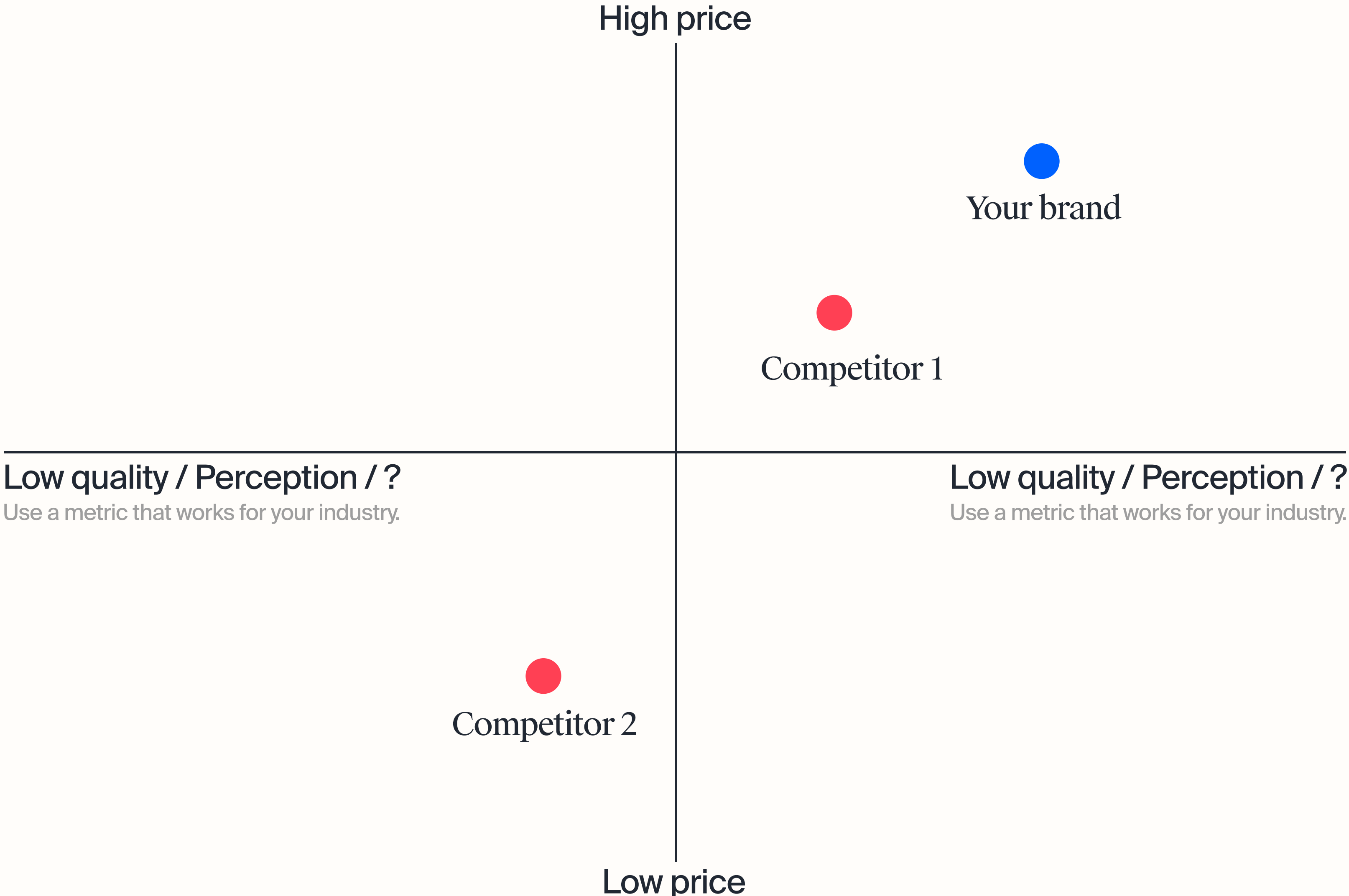
Outline the internal (what your competitor can control) and external (what your competitor can't control) influences to identify what you can cash in on over your competitors.

# Business Environment Analysis

## Market Positioning Analysis

This will tell you how your company is perceived by consumers. It will also give you an idea of who to target, how your company should communicate, and how you should promote your product.

Consider the properties on the axes, and plot your competitors at the appropriate point. Then, consider where you fall or want to position yourself.



# ④ Operational Plan

## Location

Outline the location of your business and where you'll be trading.

## Product & Supplies Sourcing

Where will your products and supplies come from? How will they be sourced? How much will they cost?

## Logistics & Distribution

How will you distribute your goods? Physically, on the internet, through a third party, etc?

## Customer Retention

How do you aim to retain your customers? How will you manage your relationship and keep in contact with your customers?

## ⑤ Financial plan

Include your income statement, balance sheet and cash flow statement. Putting Osome in charge of your financial admin gives you a clear picture of your financial plan, along with expert advice to help you break it down. That's one way to set your business up for success – all from day one.

[Give Osome a call to find out more](#)



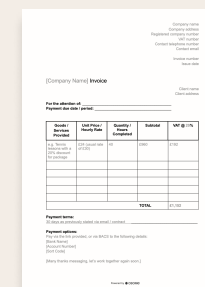
# ② Invoice Checklist & Templates

# Your services are worth their weight in gold, so make sure you get paid for them on time.

## What you need to know about invoices:

- An invoice is sent to your customers as a way for you to request payment while keeping your books in good order.
- They help you keep a record of what's coming in – and what's overdue.
- Invoices from your suppliers and freelancers make it easy to track who you've paid and who you're yet to pay.

### Templates



Take a look at this white-label invoice template to help your business get started:

→ [Invoice for limited companies](#)



# Essential Invoices

[Download invoice template](#)

As your business grows, you'll need invoicing software that integrates all your transactions and sends them straight to your accountant. Osome's invoicing software makes it easy for you to:

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## ① Prioritise payments

- We help you prioritise your invoices and pay them in just a few clicks.
- Know exactly what's due and when.
- We ensure you don't pay the same invoice twice.

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## ② Invoicing made easy

- Easily create and issue invoices and follow-up with payment reminders.
- We'll update your books and reconcile transactions within 24 hours.

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## ③ Daily cash flow updates

- Your money, in real-time, all in one dashboard.
- Keep on top of your business's financial health with monthly reports.

[Learn more](#)

We've also included an invoice checklist, so you can be sure you've included all the right details to get paid without any hiccups →

# Invoice Checklist

[Download invoice templates](#)

## Invoice Number

Establish a simple numbering system, then assign every invoice a unique invoice number to keep track of them as time goes on. Name and save your invoices in a way that helps you search and locate them easily, no matter where they're stored, for example:

- 2982; 2983; 2984 (sequential & purely numerical)
- INV02982; INV02983; INV02984 (sequential with letters)
- LDN02982; SG02983, HK2984 (location related)

## Company Name

This is your most unique identifier and one of the most important elements in the first steps when making an invoice.

## Invoice Date & Payment Terms

When you issue an invoice, you need to include the date and terms of payment, so your customers know exactly when it was created, along with how long they have to contractually fulfil the amount due.

These “payment terms” or “terms of payment” are the dates by which the payment should ideally be made, or the period of time it is expected – 30 days, 60 days – or both the date and period of time. Sometimes these are agreed upon upfront, but they can be specified on an invoice-by-invoice basis.

Detail your accepted methods of payment too, like cash, credit card, bank transfer, etc.

## Contact Details & Address

Add the contact details of both you and your client. These can include:

- Business Name
- Full Address
- Contact Number / Email
- For the attention of (FAO)

## Itemised Goods Or Services (Listed) & What You've Charged For Each

Add item codes, SKU codes and model numbers if needed. Include the price and quantity of units, like the number of hours (although this is up to you and your contract).

A few more pointers for this section are to detail any pre-agreed discounts and, of course, the overall total due.

# ③ Marketing Plan Template

Marketing adds value to a brand. It gets your product seen by turning your customers' heads in the right direction. If you start stocking a trumpet on your online store, and it doesn't have paid ads to promote it, does it make a noise?

Like your business plan, a marketing plan acts as a north star, guiding your marketing strategy down the right path and shedding light on decisions you'd otherwise have to make in the dark. It involves two principles ↓

## ① The Marketing Mix, or The Four P's

Product

Price

Place

Promotion

## ② Marketing Objectives, Strategy & Tactics

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Marketing Objectives

→

What you want to achieve

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Strategy

→

How you'll achieve it

---

Tactics

→

The methods you'll use

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# [Company Name] Marketing Plan

[Download the template](#)

## Target Customer

You can take this from your business plan. Who is your product or service aimed at helping? Having this in front of you while completing your marketing plan will help you make informed decisions about the strategy you use. You'll know where to go to get their attention.

## The Marketing Mix

### Product

What is the product or service you're offering?

### Price

What's the cost price and RRP of the product or service you're offering?  
What's the markup?

### Place

Where will the product be available?  
Online, remotely, or from a store. Will it be available from your own business premises or through a third-party, like a boutique or e-commerce site?

### Promotion

How will you reach your customers?  
Through paid ads on social media, on your website, through brand partnerships, influencers, or word of mouth. When will you send your potential customers emails, and what content will you share with them?



# Marketing Objectives, Strategy & Tactics

[Download the template](#)

## Objectives

What do you want to achieve?

Example

Increase customer reach.

## Strategy

How will you achieve it?

Example

Increase social media following by 10% by June.

## Tactics

What methods will you use?

Example

- 1. Increase posting cadence to 4 times a week
- 2. Comment on likeminded pages and potential customer pages

## Schedule

Create a plan of action

	Week 1		Week 2		Week 3		Week 4	
Platform	Paid Ads	Instagram	Facebook	TikTok	Paid Ads	Instagram	Facebook	TikTok
Date								
Image / Content								
Caption								



# Reminder: You didn't get into business to be an accountant

Enter: Osome's financial experts. We have your back with all things small business accounting. We help you file documents on time, organise your reports, and stay on top of your financials. So you can focus on what matters – growing your company.

[Chat with an accountant](#)

