


A background image showing a group of business professionals in a meeting. They are seated around a table, looking at documents and charts. One person is holding a pen, ready to write. The image has a blue tint.

# dns accountants

## **The dns definitive guide**

To the purpose of a business plan  
And how to write an effective one



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# Introduction

Whether you're starting a new business, seeking additional capital for an existing venture, proposing a new activity in a corporate division or looking for an investor/entrepreneur visa approval, it is important for you to clearly convey your idea to the audience you intend to persuade. Marketers want to see evidence of customer interest and a viable business model. Investors want to know when they can cash out and how robust the financial projections are.

For an effective business plan, you need to assemble, organise, describe and document the fundamentals of your idea to give your audience a preview of what realising your idea will look like.



# What is a business plan?

A business plan is an embodiment of your idea. It speaks on your behalf and lays out your vision and the mission of your business. As a blueprint, it will also depict your sincerity and show how seriously you take achieving your goals. This will provide much-needed clarity on your vision, whilst also helping you to focus on your mission. A well-researched business plan can help you avoid unpleasant surprises and make you more adaptable to quickly changing circumstances.



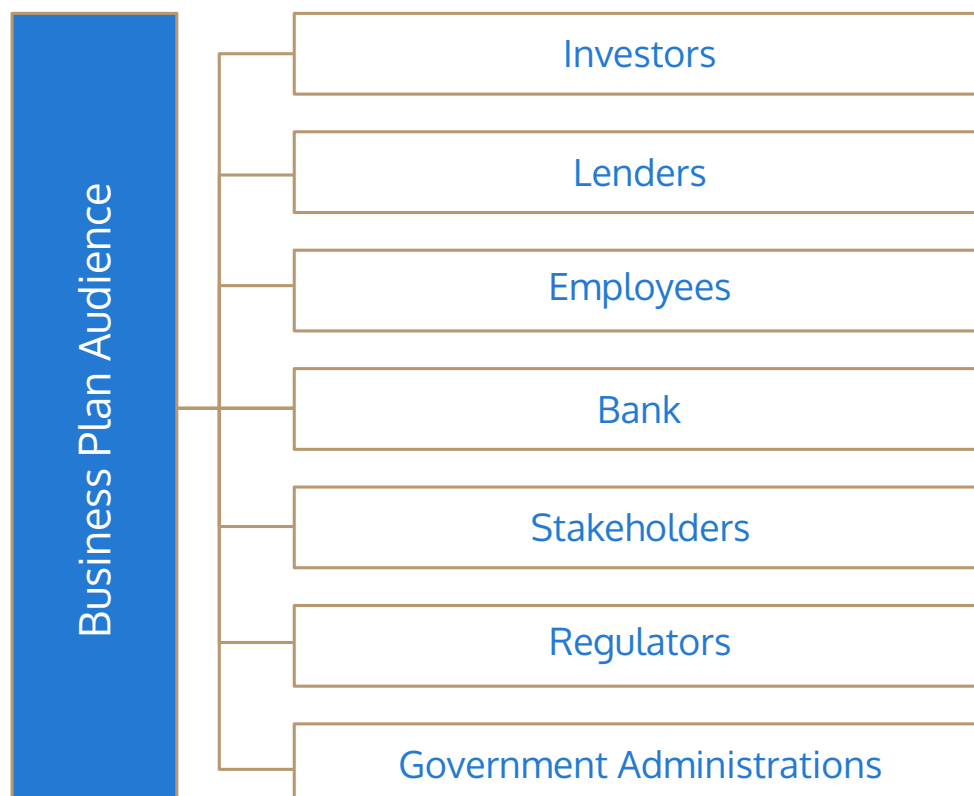
# Who can a business plan help and how?

A business plan can help any individual or company. Whether you're a startup or an existing business, you can make use of a business plan.

A business plan can help:

- Businesses to secure funds and bank loans, in stakeholder reporting and for compliance purposes;
- Startups in securing investment and gaining approval for EIS/SEIS investment;
- Individuals in their visa applications and in applying for startup loans.

A well-written business plan will become your management's go-to resource for successfully laying out their plans and progress.





By taking the time to develop your business plan, you also gain a number of excellent benefits for your business. A business plan will allow you to evaluate your business idea, giving it tangibility, and it will help you move on to the next phase of your business through laying out plans for scaling and scope. Additionally, it will clarify strategies, goals and tactics and make them actionable.

Specifically, a well-written business plan will:

- Help you evaluate the feasibility of a new business idea in an objective, critical and concise way;
- Convince investors about their investment;
- Help you make sound decisions with focus and strategy;
- Help you prepare for future roadblocks by picking up potential weaknesses and threats before they obstruct your plans;
- Help to communicate your idea to stakeholders, employees and potential collaborators;
- Serve as a guide to core management;
- Identify potential cash-flow changes thereby letting you make informed investments
- Establish a benchmark to measure actual performance against anticipated performance;
- Lay a solid foundation for planning and prioritisation;
- Outline specific, measurable, achievable, relevant, time-bound (S.M.A.R.T.) goals and the milestones you need to negotiate in order to achieve them;
- Lastly, it could be an asset if you ever decide to sell your business or position yourself for acquisition; having a solid business plan is going to help you make the case for higher valuation.



# How to write an effective business plan?

Now that we understand the importance of a business plan, it's time to roll up our sleeves and get to the nitty-gritty of writing a winning business plan. First, focus on following essential factors:

- Defining your vision;
- Setting your business goals and objectives;
- Defining your unique selling proposition;
- Understanding your industry and market;
- Knowing your customers and their demands/needs;
- Defining your marketing strategy;
- Elaborating your financial plan;
- Finally, stating the actions you are going to take.

Now you have the essentials together, organise them into headings or chapters that can be easily navigated and recognised by investors. Make sure that you include all the elements above placed in a standard business plan layout. In general, any standard business plan includes the headings:

- Executive summary
- Company overview
- Products and services
- Industry/market analysis
- Competitors
- Marketing and sales plan
- Operation and management
- Team and company overview
- Risk and mitigation
- Funds required and purposes
- Financial projections

A business plan can be as short or lengthy as it needs to be. It can run to hundreds of pages or it can be done in just two pages. It can be as simple as outlining the business goals, ideas and objectives, or it can take a deep dive into business fundamentals. Make sure yours is appropriate for your business purpose and the outcomes you are hoping for.

## How can dns help?

It may be an odd feeling for someone else to write your business proposal for you, but a professional business plan written by dns can give an immense boost to your chances of attracting investment. Here's why in a nutshell:

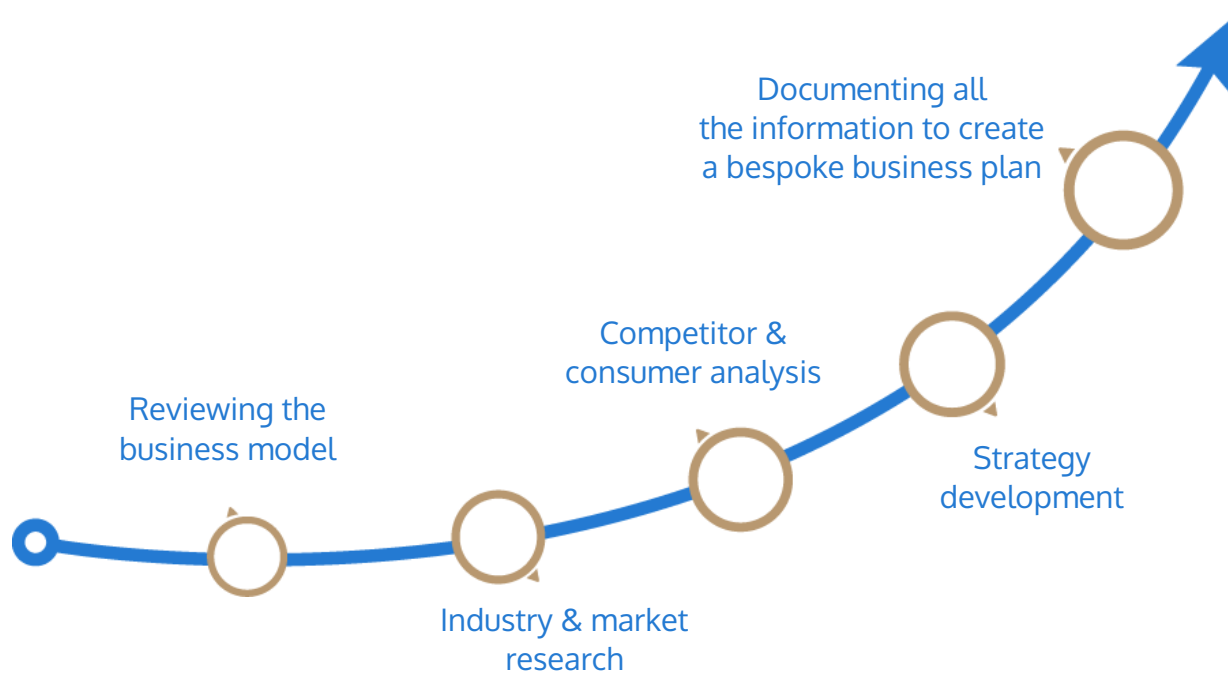
- Our business plan writers take an objective approach;
- They are excellent researchers;
- They know how to turn data into actionable insight;
- They have hands-on experience of working in different industries;
- They know what to include in a business plan to make it stand out to investors;
- They are familiar with the language and formats that investors will expect;
- They have extensive experience with financial modelling and valuation;
- Completion will be within a predetermined time window, using professional graphic designers;
- Industry connections can lead to easy investor meetups;
- All these factors combined save time, money and effort.

At dns, we believe that every business plan is a journey which ends only when the plan serves its purpose. And that is why we are not limited to writing the business plan; we go the extra mile by assisting our clients in getting the startup funding they need from their chosen investor/lending bank. We help them through the whole process of filling out the loan application to gaining approval.





# Our approach



We are keen to help you in creating a very effective business plan and in achieving your objective. Please get in touch with us.





## Award winning accountants



### Get in touch

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