

TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
1. INTRODUCTION	
1.1 Business Details.....	2
1.2 Background.....	3
1.2.1 Brief History.....	3
1.2.2 Principal Business Activities.....	3
1.3 Current Situation.....	3
1.3.1 Overview.....	3
1.3.2 SWOT Analysis.....	3
1.3.3 Main Business Objectives.....	4
2. MARKETING	
2.1 Market Analysis.....	5
2.1.1 Analysis of Market.....	5
2.1.2 Customers.....	5
2.1.3 Customer List.....	6
2.1.4 Competition.....	7
2.1.5 Competitors List.....	8
2.2 Marketing Strategy.....	9
2.2.1 Products & Services.....	9
2.2.2 Promotion & Sales.....	9
2.2.3 Pricing.....	9
2.2.4 Location & Distribution.....	9
2.2.5 Customer Relations.....	9
2.3 Marketing Plan.....	9
2.3.1 Marketing Objectives.....	9
2.3.2 Sales Forecast Summary.....	9
2.3.3 Marketing Activity.....	10
3. PERSONNEL	
3.1 Organisation Chart.....	11
3.2 Personnel & Procedures.....	12
3.2.1 Key Personnel.....	12
3.2.2 Recruitment & Induction.....	12
3.3 Skills & Training.....	12
3.3.1 Skill Needs.....	12
3.3.2 Training & Evaluation.....	12
4. OPERATIONS	
4.1 Operational Processes.....	13
4.1.1 Communications.....	13
4.1.2 Production Procedures.....	13
4.1.3 Efficiency & Productivity.....	13
4.2 Premises.....	13
4.3 Purchasing & Stock Control.....	13
4.4 Sub Contracting.....	13
4.5 Plant & Equipment.....	13
4.6 Maintenance.....	13
4.7 Health & Safety.....	14
4.8 Quality Control.....	14
4.9 Environment & Energy Considerations.....	14
4.10 Legal & Compliance Issues.....	

5. FINANCE

5.1 Management Control & Planning	15
5.2 Accounting Procedures	15
5.2.1 Accounting Systems	15
5.2.2 Credit Control	15
5.2.3 Payment Policy	15
5.3 Funding/Borrowing	15
5.4 Working Capital	15
5.5 Analysis of Financial Performance	15
5.6 Profit & Loss Notes	15
5.7 Cash Flow Forecast Notes	16
5.8 Balance Sheet Summary	16
5.9 Financial Ratios Summary	16

6. RISK ASSESSMENT

6.1 Marketing Risk Assessment	17
6.2 Personnel Risk Assessment	17
6.3 Operations Risk Assessment	17
6.4 Finance Risk Assessment	17

APPENDICES

APPENDIX 1 - Sales Forecast (Units)	18
APPENDIX 2 - Sales Forecast (Value)	19
APPENDIX 3 - Profit & Loss Forecast Year 1	20
APPENDIX 4 - Profit & Loss Forecast Year 2	21
APPENDIX 5 - Profit & Loss Forecast Year 3	23
APPENDIX 6 - Cash Flow Forecast Year 1	24
APPENDIX 7 - Cash Flow Forecast Year 2	25
APPENDIX 8 - Cash Flow Forecast Year 3	26
APPENDIX 9 - Balance Sheets	27
APPENDIX 10 - Financial Ratios	28
APPENDIX 11 – Details of New Staircase Range	29