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| Name of Business |
| Proposed products or service |
| Mission Statement (the kind of company you plan to be) |
| What you hope to achieve soon |
| What you finally hope to achieve from your business |
| What resources are needed to run your Company? (people, money, equipment) |
| What advice have you been given so far to help you set up your Company? |
| Description of products or service |

How much does it cost to produce your product or run your service taking into account all the expenses involved? e.g. premises, heating, lighting, wages, phone etc

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| Product | Cost of materials | Premises | Heating | Lighting | Phone | Wages |
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| How will you run your service or make your products? |
| Who is going to buy your product or service? |
| What market research have you done? |
| How are you going to promote your product or service? |
| How do you plan to pay for:  the purchase of raw materials e.g. wax  the stock e.g. candle holders  the company registration fee? |
| What training is going to be done for your Operations and Sales Team particularly in Health and Safety? |