

SOLICITORS

INSURANCE AS A NEW INCOME STREAM

Business Plan



Company name:

Completed by:

Date completed:

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MISSION STATEMENT

SET OUT YOUR MISSION FOR YOUR BUSINESS.

As an example:

“Our mission is to exceed our client’s expectations by delivering independent advice that makes a real difference to our client’s business through a culture that stimulates creative thinking by our staff and builds long term relationships with our customers and suppliers.”

TARGET CLIENT DEFINITION

CREATE A DEFINITION FOR YOUR TARGET CLIENT BASE.

This should show the size of the businesses that you are targeting, their trade, location and any other variable that could be used to define the business.

PROMOTIONAL AND LEAD GENERATION ACTIVITY

How will you generate new business enquiries for you target clients?

USE THE FOLLOWING HEADINGS WHERE APPROPRIATE:

- Internet / website
- Advertising
- Trade shows
- Newsletters / email bulletins
- Mail-shots
- Telesales
- Introducers
- Networking
- Promotional literature
- Existing clients of our business

COMPETITOR ANALYSIS

Who are your competitors and what are their strengths and weaknesses?

SWOT ANALYSIS

Create a list for each of the following headings relating to you / your business:

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

BUSINESS OBJECTIVES

Set out your objectives indicating what you aim to achieve in the following time frames

(e.g. create a database of potential customers, set up introducer agreements with two firms of accountants, join two networking groups)

SHORT TERM (IMMEDIATE ACTION, 1-12 MONTHS)

MEDIUM TERM (1 - 3 YEARS)

LONG TERM (3 - 5 YEARS)

ACTION PLAN

ACTION	OBJECTIVE (What the business will see as a result of the action)	TARGET COMPLETION DATE