



BUSINESS PLANS

Business name:	
Trading Address:	
Telephone:	
Email :	
Website:	

Business Overview

Give a brief outline of the business, its ethos and current business activities, including main products/services

Describe the proposal for which you're seeking LYHS funding.

What is the project you've identified that will lead to increased footfall on the high street?

Increasing Footfall

Who are your target customers and how will you attract more? What will you do to add value for your customers and how will your plans enable them to stay longer in the high street? E.g. Is there a synergy with other businesses, will you be creating a special attraction or staging a regular, in-shop event.

Market Research (demand for the project)

Give details of the market research you have done and describe the demand you believe this has shown

Unique Selling Point

What will make your business stand out from your competitors and bring customers back time and again?

Investment project

Describe your financial investment in the project, particularly details of the main items of expenditure.

Benefits

How will this benefit your business and contribute to the growth in footfall for the high street?

Business Goals

What are your main business goals for the next eighteen months

Additional information