

start-up business workbook



023 8184 5640

Unit 15 Brickfield Ind. Estate Brickfield Lane Chandlers Ford SO53 4DR

e info@wearediverso.com

London

90 Long Acre Covent Garden London WC2E 9RZ

t 0203 3290 295 w wearediverso.com

Hi!

I'm Sean, Owner, MD and Epic Badass of Diverso, a firm of accountants based in the UK. I've created this guide to share, what I think, is the most important things you need to know if you're already running or thinking of starting, a small business. I've based this on my experience over the last decade as an accountant and business owner. I think I know what I'm talking about and I've helped thousands of business owners just like you in the past, so buckle up and be prepared to be amazed (or, at the very least, very mildly surprised).

Whilst I reckon I've got a good idea of how it should be done, Diverso Accountants or Sean Toomer is not liable for any adverse effects caused by action taken from any of the advice, strategies, systems or processes recommended within this guide. We recommend you seek the guidance of a professional. Basically, it's not our fault.

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Workbook

You can use this workbook to complete as you read through our start-up business guide. If you do, you'll have a full business plan at the end 3

About Diverso

Diverso are accountants who provide an accountancy service with phenomenal support to small businesses and only small businesses. The service we provide has been specifically designed for you - do you feel special?

It includes a simple, unlimited, monthly subscription which includes all the things you'll ever need accountancy/tax wise. It comes with a flashy cloud bookkeeping package too. We also have some pretty cool add-ons which you can use us for too; if you want to make things a little easier.

But where we excel, is the unrivalled, totally unlimited support we offer clients - above and beyond what you'd expect from an accountant. Our aim is to dazzle the pants off of clients. This may sound bold, but If you don't believe us, just take a look at what our clients say on our website.

If you're ready to love us too, get in touch <u>here</u>.



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e info@wearediverso.com

1 0203 3290 295

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1 023 8184 5640

e info@wearediverso.com

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90 Long Acre Covent Garden London WC2E 9RZ

1 0203 3290 295

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can you handle being a **business owner**?



Unit 15 Brickfield Ind. Estate Brickfield Lane Chandlers Ford SO53 4DR

1 023 8184 5640

e info@wearediverso.com

London

90 Long Acre Covent Garden London WC2E 9RZ

1 0203 3290 295

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1 023 8184 5640

e info@wearediverso.com

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the idea



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1 023 8184 5640

e info@wearediverso.com

London

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t 0203 3290 295 w wearediverso.com



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1 023 8184 5640

e info@wearediverso.com

London

90 Long Acre Covent Garden London WC2E 9RZ

1 0203 3290 295

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market research



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London

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1 023 8184 5640

e info@wearediverso.com

t 0203 3290 295 w wearediverso.com

Plans for Market Research:



Unit 15 Brickfield Ind. Estate Brickfield Lane Chandlers Ford SO53 4DR

1 023 8184 5640

e info@wearediverso.com

London

90 Long Acre Covent Garden London WC2E 9RZ

1 0203 3290 295

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how to build the right business model



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1 023 8184 5640

e info@wearediverso.com

London

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t 0203 3290 295 w wearediverso.com

Business Models that might work with my business:



Unit 15 Brickfield Ind. Estate Brickfield Lane Chandlers Ford SO53 4DR

1 023 8184 5640

e info@wearediverso.com

London

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1 0203 3290 295

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creating your vision



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London

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t 023 8184 5640

e info@wearediverso.com

t 0203 3290 295 w wearediverso.com

My Big Hairys: 1 Year:

2 Years:

5 Years:

10 Years:



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e info@wearediverso.com

London

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t 0203 3290 295 w wearediverso.com



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e info@wearediverso.com

London

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1 0203 3290 295

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when to start your **business**



Unit 15 Brickfield Ind. Estate Brickfield Lane Chandlers Ford SO53 4DR

023 8184 5640

e info@wearediverso.com

London

90 Long Acre Covent Garden London WC2E 9RZ

t 0203 3290 295 w wearediverso.com



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1 023 8184 5640

e info@wearediverso.com

London

90 Long Acre Covent Garden London WC2E 9RZ

1 0203 3290 295

w wearediverso.com

who will you sell to and how



Unit 15 Brickfield Ind. Estate Brickfield Lane Chandlers Ford SO53 4DR

t 023 8184 5640

e info@wearediverso.com

Covent Garden

London WC2E 9RZ

90 Long Acre

London

t 0203 3290 295 w wearediverso.com

What's going to make me different?

Routes to Market ideas:



Unit 15 Brickfield Ind. Estate Brickfield Lane Chandlers Ford SO53 4DR

1 023 8184 5640

e info@wearediverso.com

London

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t 0203 3290 295 w wearediverso.com



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1 023 8184 5640

e info@wearediverso.com

London

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competitors



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London

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t 0203 3290 295 w wearediverso.com

My main competitors are:



Unit 15 Brickfield Ind. Estate Brickfield Lane Chandlers Ford SO53 4DR

1 023 8184 5640

e info@wearediverso.com

London

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1 0203 3290 295

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startup costs



Unit 15 Brickfield Ind. Estate Brickfield Lane Chandlers Ford SO53 4DR

1 023 8184 5640

e info@wearediverso.com

London

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1 0203 3290 295

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Start-up Costs

Cost

Software
Equipment
Fixtures & Fittings
Stock
Insurance
Legal fees
Initial Promotion/advertising costs

Total Startup Costs Personal Savings Other Investment Funding Required



£



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t 023 8184 5640

e info@wearediverso.com

London

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t 0203 3290 295 w wearediverso.com



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1 023 8184 5640

e info@wearediverso.com

London

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suppliers



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London

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1 023 8184 5640

e info@wearediverso.com

t 0203 3290 295 w wearediverso.com

Qualities I'd like my Suppliers to have:

Ideas for my main suppliers:



Unit 15 Brickfield Ind. Estate Brickfield Lane Chandlers Ford SO53 4DR

1 023 8184 5640

e info@wearediverso.com

London

90 Long Acre Covent Garden London WC2E 9RZ

t 0203 3290 295 w wearediverso.com



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1 023 8184 5640

e info@wearediverso.com

London

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breakeven



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London

90 Long Acre Covent Garden London

1 023 8184 5640

e info@wearediverso.com

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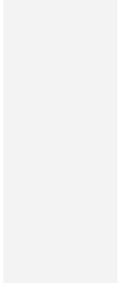
Breakeven

Use this template if you have no Cost of Sales (you are a service-based business). Enter as monthly amounts

Overhead Costs

Software
Equipment
Fixtures & Fittings
Stock
Insurance
Legal fees
Initial Promotion/advertising costs

£



Total Overhead Costs (sum)

Breakeven per Month (divide by 12) Breakeven per Week (monthly breakeven times 52, divided by 52) Breakeven per Day (divide weekly Breakeven by 7 or 5)



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023 8184 5640

e info@wearediverso.com

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Breakeven

Use this template if you have Cost of Sales (you are a product-based business) Enter monthly amounts.

Cost of Sales

Selling Price per unit Direct Costs Per Unit Gross Profit Margin Per unit (SP minus DC divided by SP)

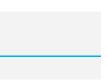
Overhead Costs

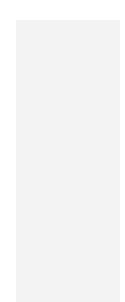
Software Equipment Fixtures & Fittings Stock Insurance Legal fees Initial Promotion/advertising costs

Total Overhead Costs

Breakeven per Month (no. Units) (TO divided by SP divided by GPM) Breakeven per Week (monthly breakeven times 52, divided by 52) Breakeven per Day (divide weekly Breakeven by 7 or 5)

£







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1 023 8184 5640

e info@wearediverso.com

London

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1 023 8184 5640

e info@wearediverso.com

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1 0203 3290 295

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the business **plan**

Profit and Loss

The Good

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	YTD
Income													
Sales Category 1													
Sales Category 2													
Sales Category 3													
Sales Category 4													
Total Income													
Less Cost of Sales													
Direct Expenses													
Direct Wages													
Other Direct Costs													
Total Cost of Sales													
Gross Profit													
Less Operating Expenses													
Advertising & Marketing													
Bank Fees													
Charitable and Political E	Donations												
Consulting													
General Expenses													
Insurance													
IT Software and Consumo	ables												
Legal Expenses													
Light, Power, Heating													
Motor Vehicle Expenses													
Postage, Freight & Courie	≥r												
Printing & Stationery													
Rates													
Rent													
Repairs & Maintenance													
Staff Training													
Subscriptions													
Telephone & Internet													
Travel - National													
Total Operating Expense													
Net Profit	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£

Profit and Loss

The Bad

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	YTD
Income													
Sales Category 1													
Sales Category 2													
Sales Category 3													
Sales Category 4													
Total Income													
Less Cost of Sales													
Direct Expenses													
Direct Wages													
Other Direct Costs													
Total Cost of Sales													
Gross Profit													
Less Operating Expenses	5												
Advertising & Marketing													
Bank Fees													
Charitable and Political	Donations												
Consulting													
General Expenses													
Insurance													
IT Software and Consume	ables												
Legal Expenses													
Light, Power, Heating													
Motor Vehicle Expenses													
Postage, Freight & Courie	ər												
Printing & Stationery													
Rates													
Rent													
Repairs & Maintenance													
Staff Training													
Subscriptions													
Telephone & Internet													
Travel - National													
Total Operating Expense													
Net Profit	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£C

Profit and Loss

The Downright Ugly

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	YTD
Income													
Sales Category 1													
Sales Category 2													
Sales Category 3													
Sales Category 4													
Total Income													
Less Cost of Sales													
Direct Expenses													
Direct Wages													
Other Direct Costs													
Total Cost of Sales													
Gross Profit													
Less Operating Expenses	S												
Advertising & Marketing													
Bank Fees													
Charitable and Political	Donations												
Consulting													
General Expenses													
Insurance													
IT Software and Consum	ables												
Legal Expenses													
Light, Power, Heating													
Motor Vehicle Expenses	i												
Postage, Freight & Couri	er												
Printing & Stationery													
Rates													
Rent													
Repairs & Maintenance													
Staff Training													
Subscriptions													
Telephone & Internet													
Travel - National													
Total Operating Expense	•												
Net Profit	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£C



Southampton	London					
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1 023 8184 5640	1 0203 3290 295					
e info@wearediverso.com	w wearediverso.com					

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Notes:		



Unit 15 Brickfield Ind. Estate Brickfield Lane Chandlers Ford SO53 4DR

1 023 8184 5640

e info@wearediverso.com

London

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1 0203 3290 295

w wearediverso.com

branding



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London

90 Long Acre Covent Garden London WC2E 9RZ

1 023 8184 5640

e info@wearediverso.com

t 0203 3290 295 w wearediverso.com

My brand values:

How to I incorporate these into my business?



Unit 15 Brickfield Ind. Estate Brickfield Lane Chandlers Ford SO53 4DR

t 023 8184 5640 e info@wearediverso.com

London

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t 0203 3290 295 w wearediverso.com



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1 023 8184 5640

e info@wearediverso.com

London

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1 0203 3290 295

w wearediverso.com

structure



Unit 15 Brickfield Ind. Estate Brickfield Lane Chandlers Ford SO53 4DR

1 023 8184 5640

e info@wearediverso.com

London

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t 0203 3290 295 w wearediverso.com



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1 023 8184 5640

e info@wearediverso.com

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1 0203 3290 295

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bookkeeping



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1 023 8184 5640

e info@wearediverso.com

London

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t 0203 3290 295 w wearediverso.com



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1 023 8184 5640

e info@wearediverso.com

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support



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London WC2E 9RZ

London

1 023 8184 5640

e info@wearediverso.com

t 0203 3290 295

w wearediverso.com



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1 023 8184 5640

e info@wearediverso.com

London

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1 0203 3290 295

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top ten tips for starting a business



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1 023 8184 5640

e info@wearediverso.com

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