

Electrician Business Plan

Template for planning and launching your electrical business

Company: _____ Date: ____/____/_____
Address: _____ Ref: _____

1. Executive Summary

Business name: _____

Business structure: & Sole Trader & Limited Company & Partnership

Services offered:

Target market:

Unique selling proposition:

2. Owner Qualifications

- Level 3 Diploma in Electrical Installations
- 18th Edition BS 7671 Wiring Regulations
- Inspection & Testing (2391/2394/2395)
- AM2 Assessment
- NICEIC / NAPIT / ELECSA Registration
- Other: _____

3. Startup Costs

Item	Estimated Cost	Actual Cost
Tools & test equipment	£	£
Van purchase/lease	£	£
Van fit-out & racking	£	£
Insurance (year 1)	£	£
Registration fees (NICEIC/NAPIT)	£	£
Marketing & website	£	£
Initial stock (materials)	£	£
Accountancy setup	£	£
TOTAL	£	£

4. Pricing Strategy

Service	Hourly Rate	Day Rate
Domestic work	£	£
Commercial work	£	£
Emergency call-out	£	£
Testing & inspection	£	£

5. Monthly Cash Flow (Year 1)

Month	Income	Expenses	Profit/Loss
Month 1	£	£	£
Month 2	£	£	£
Month 3	£	£	£
Month 6	£	£	£
Month 9	£	£	£
Month 12	£	£	£

6. Marketing Plan

- Google My Business profile set up
- Professional website built
- Social media accounts created
- Business cards and vehicle branding
- Registered on trade platforms (Sparky, Checkatrade)
- Customer referral incentive programme
- Local networking with builders and estate agents

7. Goals & Milestones

Timeline	Target	Achieved
3 months	First 10 customers	&
6 months	Break even monthly	&
12 months	Revenue of £_____	&
24 months	Hire first employee/apprentice	&

