

Business Plan

SUMMARY

The Business

Business Name:

Sole Trader/Partnership/Trust/Company:

ABN:

ACN:

Business Address:

Date Established:

Business Owner/s:

Experience/Awards/Achievements:

Products/Services:

The Market

Target Market:

Marketing Strategy:

The Future

Vision Statement:

Goals/Objectives:

The Finances

How much of your own money are you contributing?

How much external finance do you require?

Where will you obtain these funds?

How much profit do you anticipate making annually?

The BUSINESS

Business Details

Products/Services:

Registration Details

Business Name:

Registered Trading Name/s:

Date Registered:

Location/s Registered:

Sole Trader/Partnership/Trust/Company:

ABN:

ACN:

Date of GST Registration:

Registered Domain Names:

List of Licences/Permits:

Management & Ownership

Owner/s Names:

Details: [Who will run the business? What will be your involvement? Do you have a partnership agreement? What experience do the owner/s have?]

Business Premises

Business Location Description

[[Replace text with answers] Describe the location and space occupied/required? Where in relation to landmarks/main areas?]

Buy/Lease

[Are you leasing or did you buy the business and/or property? Describe the arrangement. If you are still looking, outline your requirements]

Key Personnel

Current Staff

Job Title	Name	Expected Staff Turnover (mnths)	Skills & Strengths

Required Staff

Job Title	Number of Staff	Expected Staff Turnover (mnths)	Skills Required	Date Needed

Recruitment

[How will you recruit staff?]

Training

[What training programs will you use? How will you keep skills in your business when staff leave?]

Products/Services

Product/Service	Description	Price

Market Position

[Where do your products/services fit in the market? Are they high-end, competitive or budget? How does this compare to your competitors?]

Unique Selling Position

[How will your products/services succeed in the market? What gives them a competitive edge?]

Anticipated Demand

[How many products/services do you expect the average customer to buy annually?]

Pricing Strategy

[What is your pricing strategy? Why?]

Value

[Do your customers consider your products/services to be a necessity, luxury or something in between?]

Growth Potential

[What is the anticipated percentage growth of the product annually? How will you drive this growth?]

Innovation

Research & Development/Innovation Activities

[What research & development activities will you implement? What financial and staff resources will you allocate?]

Intellectual Property Strategy

[How will you protect your innovations? List any current trade marks, patents or designs you have registered. Do you have confidentiality agreements in place?]

Insurance

Do you have...

- Workers Compensation? [Provide details]
- Public liability insurance? [Provide details]
- Professional indemnity? [Provide details]
- Product liability? [Provide details]
- Business assets? [Provide details]
- Business revenue? [Provide details]

Risk Management

Risk Description	Likelihood	Impact	Mitigation Strategy
	(Very Unlikely, Unlikely, Likely, Very Likely)	(High/Ave/Low)	

Operations

Production Process

[Is there a manufacturing process? Who is involved? Are any third parties involved? What is involved in delivering the service to your customers?]

Suppliers

[Who are your main suppliers? What do they supply?]

Plant & Equipment

Equipment	Purchase Date	Purchase Price	Running Cost (mnt)

Inventory

Inventory Item	Unit Price	Quantity in Stock	Total Cost

Technology

[What technology do you require? Will they be off-the-shelf or purpose built? How much will it cost?]

Trading Hours

[What are your trading hours? Which times (and seasons) do you expect to be more profitable?]

Communication Channels

[List all of the ways your customers can contact you?]

Payment Types Accepted

[Cash, credit, cheque, Paypal, gift cards, other?]

Credit Policy

[What is your credit policy? How long is the credit period? What is your collection strategy?]

Warranties & Refunds

[Does your business have a refund/exchange policy? Provide details]

Quality Control

[Describe how you will ensure that your product/service maintains a high standard of quality?]

Memberships & Affiliations:

[Are you a member of any associations or affiliated with any other organisations? Provide details.]

Sustainability Plan

Environmental/Resource Impacts

[Describe the potential impact your business may place on the environment. What strategies you will use to minimise this damage?]

Community Impact & Engagement

[Describe the potential impact your business may place on the local community. What strategies you will use to minimise this damage?]

Risks/Constraints

[List any risks your business may incur from this environmental impact? How will you mitigate these risks? Eg. Will you conduct an environmental audit? Have you introduced an Environmental management system?]

Action Plan

Sustainability/Environment Milestone	Target	Target Date
eg. Reduce electricity usage	eg. 30% reduction	

The MARKET

Market Research

[How have you researched your competitors? What did you deduce? Please attach your findings]

Market Targets

[What are your sales targets? How much stock will you need to sell annually to meet your targets?]

Industry Analysis

[Is your location experiencing population growth? What is the market size? Describe any trends. What is the potential for growth? How will you position yourself in the market? How is this likely to effect the market? Describe the local economy and any seasonal variations.]

Your Customers

Customer Demographics

[Who are your target customers? Include age, gender, social status, education and personality traits]

Key Customers

[Who are your key customers (the customers who will support the bulk of your business)? What is your strategy to target them?]

Customer Management

[Describe how you will keep your customers loyal and engaged. How will you ensure that your staff maintain these strategies?]

S.W.O.T Analysis

Strengths	Weaknesses
•	•

Opportunities	Threats
•	•

Competitors

Competitor Name	Established Date	Size	Market Share %	Value to Customers	Strengths	Weaknesses
		No. of staff and/or turnover		Eg. convenience, quality, price or service?		

Advertising/Sales Strategy

Promotion/Advertising Type	Expected Business Improvement	Cost (\$)	Target Date
[eg. Posters, website, social media]			

Sales & Marketing Objectives

[How many people are in your sales team? What strategies/tools will they use? What are your sales targets? How will you monitor and reward your staff when targets are met?]

Unique Selling Position

[What is your unique selling point? How will you use this as an advantage?]

Sales/Distribution Channels

Channel Type	Products/Services	Sales %	Advantages	Disadvantages
[eg. Website]	[Products/services sold via this channel]	[% of overall sales expected]	[What advantages are there of using this channel?]	[What challenges do you expect to face using this channel? How will you overcome them?]

The FUTURE

Vision Statement

[Outline your long-term plan for the business in terms of goals]

Mission Statement

[How will you achieve this vision?]

Goals/Objectives

[Describe your short and long term goals? How will you meet them?]

Action Plan

Milestone	Date of Expected Completion	Person Responsible

FINANCE

Key Objectives & Financial Review

Financial Objectives

[Outline your sales and profit targets. How will you ensure maximum profit is achieved?]

Finance Required

[How much capital will you be contributing to the business? How much external finance do you require? Where will this come from? What portion will you be seeking from business partners, loans, investors, venture capital, friends or relatives, and government funding?]

Assumptions

The following financial tables are based on the assumptions below:

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Start-Up Costs for [YEAR]

(Double-click inside the table to add your figures)

START-UP COSTS	Cost (\$)	EQUIPMENT/CAPITAL COSTS	Cost (\$)
Registrations		Business purchase price	
Business name		Franchise fees	
Licences		Start-up capital	
Permits		Plant & equipment	
Domain names		Vehicles	
Trade marks/designs/patents		Computer equipment	
Vehicle registration		Computer software	
More...		Phones	
Membership fees		Fax machine	
Accountant fees		More...	
Solicitor fees		Security system	
Rental lease cost (Rent advance/deposit)		Office equipment	
Utility connections & bonds (Electricity, gas, water)		Furniture	
Phone connection		Shop fitout	
Internet connection		More...	
Computer software			
Training			
Wages			
Stock/raw materials			
Insurance			
Building & contents			
Vehicle			
Public liability			
Professional indemnity			
Product liability			
Workers compensation			
Business assets			
Business revenue			
Printing			
Stationery & office supplies			
Marketing & advertising			
More...			
Total start-up costs	\$0	Total equipment/capital costs	\$0

[table courtesy of business.gov.au]

Balance Sheet Forecast

(Double-click inside the table to add your figures)

BALANCE SHEET FORECAST	[Year 1]	[Year 2]	[Year 3]
Current assets			
Cash			
Petty cash			
Inventory			
Pre-paid expenses			
Fixed assets			
Leasehold			
Property & land			
Renovations/improvements			
Furniture & fitout			
Vehicles			
Equipment/tools			
Computer equipment			
More...			
Total assets	\$0	\$0	\$0
Current/short-term liabilities			
Credit cards payable			
Accounts payable			
Interest payable			
Accrued wages			
Income tax			
More...			
Long-term liabilities			
Loans			
More...			
Total liabilities	\$0	\$0	\$0
NET ASSETS	\$0	\$0	\$0

[table courtesy of business.gov.au]

Profit and Loss Forecast

(Double-click inside the table to add your figures)

PROFIT & LOSS FORECAST	[Year 1]	[Year 2]	[Year 3]
Sales			
less cost of goods sold			
More...			
Gross profit/net sales	\$0	\$0	\$0
Expenses			
Accountant fees			
Advertising & marketing			
Bank fees & charges			
Bank interest			
Credit card fees			
Utilities (electricity, gas, water)			
Telephone			
Lease/loan payments			
Rent & rates			
Motor vehicle expenses			
Repairs & maintenance			
Stationery & printing			
Insurance			
Superannuation			
Income tax			
Wages (including PAYG)			
More...			
Total expenses	\$0	\$0	\$0
NET PROFIT	\$0	\$0	\$0

[table courtesy of business.gov.au]

Expected Cash Flow

(Double-click inside the table to add your figures)

EXPECTED CASHFLOW [YEAR]	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
OPENING BALANCE	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Cash incoming												
Sales												
Asset sales												
Debtor receipts												
Other income												
Total incoming	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Cash outgoing												
Purchases (Stock etc)												
Accountant fees												
Solicitor fees												
Advertising & marketing												
Bank fees & charges												
Interest paid												
Credit card fees												
Utilities (electricity, gas, water)												
Telephone												
Lease/loan payments												
Rent & rates												
Motor vehicle expenses												
Repairs & maintenance												
Stationery & printing												
Membership & affiliation fees												
Licensing												
Insurance												
Superannuation												
Income tax												
Wages (including PAYG)												
More...												
Total outgoing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Monthly cash balance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
CLOSING BALANCE	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

[table courtesy of business.gov.au]

Break-Even Analysis

(Double-click inside the table to add your figures)

BREAK-EVEN CALCULATOR	
Timeframe (e.g. monthly/yearly)	
Average price of each product/service sold	
Average cost of each product/service to make/deliver	
Fixed costs for the month/year	
Percentage of price that is profit	
Total sales needed to break-even	
Number of units sold needed to break-even	

[table courtesy of business.gov.au]

Supporting Documentation

The following documents are attached:

- Resume
- Market Assessment
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