**[*INSERT YOUR BUSINESS LOGO*]**

[*Business name*]

Business plan

[*Your name*]

[*Your position*]

[*Business name]*

[*Main business address*]

[*Website*]

[*Telephone*]

**ABN:** [*ABN*]

**ACN:** [*ACN*]

**Prepared:** [*Date prepared*]

Contents

[Summary 4](#_Toc437951478)

[Business profile 5](#_Toc437951479)

[Business details 5](#_Toc437951480)

[Owner profile 5](#_Toc437951481)

[Business performance at a glance 5](#_Toc437951482)

[Licences, registrations, permits and insurance 6](#_Toc437951483)

[Business support team 6](#_Toc437951484)

[SWOT analysis 7](#_Toc437951485)

[Risk assessment 8](#_Toc437951486)

[Vision, mission and goals 9](#_Toc437951487)

[Vision statement 9](#_Toc437951488)

[Mission statement 9](#_Toc437951489)

[Goals 9](#_Toc437951490)

[Market research 10](#_Toc437951491)

[Industry analysis 10](#_Toc437951492)

[Competitor analysis 11](#_Toc437951493)

[Operating strategy 12](#_Toc437951494)

[Location and premises 12](#_Toc437951495)

[Plant and equipment 13](#_Toc437951496)

[Major suppliers 14](#_Toc437951497)

[Environmental strategy 14](#_Toc437951498)

[Human resources 15](#_Toc437951499)

[Products and services 17](#_Toc437951500)

[Overview of products/services 17](#_Toc437951501)

[Market position: 17](#_Toc437951502)

[Benefits to customer: 17](#_Toc437951503)

[Pricing strategy 18](#_Toc437951504)

[Distribution system 19](#_Toc437951505)

[Future plans 19](#_Toc437951506)

[Marketing plan 20](#_Toc437951507)

[Market research and industry analysis 20](#_Toc437951508)

[Unique selling position 20](#_Toc437951509)

[Overview of target markets 20](#_Toc437951510)

[Marketing goals 20](#_Toc437951511)

[Marketing budget and promotional strategies 21](#_Toc437951512)

[Customer service strategy 21](#_Toc437951513)

[Financial strategy 22](#_Toc437951514)

[Financial goals 22](#_Toc437951515)

[Financial forecasts 23](#_Toc437951516)

[Start-up costs 23](#_Toc437951517)

[Operating expenses forecast 24](#_Toc437951518)

[Cost of goods sold (COGS) 25](#_Toc437951519)

[Sales forecast 26](#_Toc437951520)

Cash flow forecast………………………………………………………………………………………………………..…27

[Profit and loss statement 28](#_Toc437951523)

[Breakeven analysis 28](#_Toc437951524)

[Credit management 28](#_Toc437951525)

[Supporting documentation 29](#_Toc437951526)

# Summary

[You are advised to c*omplete this section of your business plan last*. *You might include a brief overview of your business; its owner(s), products and/or services, competitive advantage, operational performance and financial position.*]

# Business profile

## Business details

**Description of business:** [*Describe the type of business you operate, including the products/services you are offering]*

**Business name:** [*Enter your business name*]

**Trading name(s):** [*Enter your registered trading name(s*)]

**Type of industry:** [*List the industry your business operates in*]

**Business structure:** [*Sole trader, partnership, company, trust, etc.*]

**ABN:** [*Registered Australian Business Number*]

**ACN:** [*Registered Australian Company Number, if applicable*]

**GST:** [*Are your registered for GST? Date registered?]*

**Business commencement date:** [*Enter date business commenced (or is planned to commence) operation*]

**Number of years in operation (if applicable):** [*Enter years*]

**Amount of capital at commencement:** [*List the capital and specify the amount provided by each owner(s)*]

**Business location:** [*Detail the location of the business premises*]

**Buy/lease:** [*If you purchased premises or are currently leasing briefly describe these arrangements. If you are still looking to buy or lease premises, outline your requirements*]

## Owner profile

**Business owners:** [*Name(s) of business owner(s)*]

**Experience:** [*Briefly describe the career history of the owner(s), including relevant industry knowledge, awards and qualifications. Outline any specific training undertaken or planned in relation to operating the business. Explain why you are suited to this particular industry and business by highlighting previous successes.*]

## Business performance at a glance

[*Provide a brief overview of your current business performance. If your business is just starting you will not need to include this section.*]

## Licences, registrations, permits and insurance

[*List all the licences, registrations and insurances your business is required to have in order to operate. These may include registering a business name; high risk work licence; domain name; trademark registration; etc.*]

*Use the online Business Licence Finder at smallbusiness.wa.gov.au to determine which licences and permits you need.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Licence/**  **Registration** | **Cost ($)** | **Expires** | **Supplier** | **Website** |
| *Business name registration* | *$35 per year* | *30 June XXXX* | *ASIC* | *www.asic.gov.au* |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Type of insurance** | **Cover ($)** | **Broker or agent** | **Contact person** | **Phone** | **Email** |
| *Public liability* | *$5 million* | *ABC Insurance* | *Jim Smith* | *9222 2222* | *jim@abcinsurance.com.au* |

## 

## Business support team

[*List details of your support team; including accountant, banker, lawyer, insurance agent or broker and business advisers. Also include details of membership of professional or industry associations*]

## SWOT analysis

|  |  |
| --- | --- |
| **Strengths –** internal resources or capabilities of your business that are better than your competition | **Weaknesses –** internal resources or capabilities of your business that are less than those of your competitors |
| *[eg. excellent store location]* | *[eg. poorly trained staff]* |
| **Opportunities –** external factors or conditions that the business can exploit to build success | **Threats –** external factors that could adversely affect the success of your business |
| *[eg. acquiring exclusive distribution rights]* | *[eg. new regulations]* |

## Risk assessment

|  |  |  |  |
| --- | --- | --- | --- |
| **Risk description** | **Likelihood** | **Impact** | **Strategy** |
| *[Description of the risk]* | [*Highly likely, likely, possible, unlikely, highly unlikely]* | [*High, medium, low*] | [*What actions will you take to minimise the potential risk to your business?*] |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

# Vision, mission and goals

## Vision statement

[*Outline your vision statement]*

## Mission statement

[*Outline your mission statement*]

## Goals

[*What are your short and long term goals? Include details of how you will measure and achieve these goals and the expected timeframe.*]

# Market research

## Industry analysis

[*Provide a description of your industry*]

**Political:** [*Identify any political and legal factors that may affect your business. Is your industry highly regulated or is it under the government radar? What impact does regulation have on the industry and success of your business?]*

**Economic:** [*What are some of the economic factors that may affect your business? For example, unemployment rates, exchange rates, availability of labour.*]

**Social:** [*What are some of the social and cultural factors that may affect your business? For example, ageing society, education levels, residential trends.*]

**Technology:** [*What are some of the technological factors that may affect your business? For example, growth in e-commerce, internet access, emerging digital technologies.*]

**Industry:** [*What current and future trends are affecting the industry? What are the barriers to entry for your industry?]*

**Competitors:** [*Why is your business different to your competitors? What do you offer that they don’t?]*

## Competitor analysis

*[List at least 5 competitors in the table below.]*

| Competitor | Established date | Size | Market share (%) | Value to customers | Strengths | Weaknesses |
| --- | --- | --- | --- | --- | --- | --- |
| [*Competitor name*] | [*When were they established?*] | [*Estimated number of staff and/or turnover*] | [*Estimated percentage of market share*] | [*Unique value to customers. For example, is it convenience, quality, price or service?*] | [*What are their main strengths?*] | [*What are their main weaknesses?*] |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

# Operating strategy

## Location and premises

|  |  |
| --- | --- |
| **Description of premises** | Description of location: |
|  | Zoning: [*information available from local government*] |
|  | Pedestrian traffic: |
|  | Parking: |
|  | Future developments: |
| **Leasing arrangements** | Rent: |
|  | Lease outgoings: |
|  | Lease term: [*date from and to*] |
|  | Managing agent/landlord: |
|  | Contact person/phone/email: |
| **Home-based business** | Part of house being used: |
|  | Future growth plans: |

*[Note: Attach a floor plan of your business premises with your supporting documentation.]*

## Plant and equipment

[*List all plant and equipment you require or already have for your business, including vehicles, equipment, furniture, phones, supplies etc.*]

|  |  |  |  |
| --- | --- | --- | --- |
| **Plant and equipment list** | **Purchase date** | **Purchase price** | **Lease cost total (12 months)** |
| [*eg. computer*] | [*01 Jan XXXX*] | [*$1,800*] | [*$0*] |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Inventory**

[*List the current inventory required to produce your product or service. If you have a lot of inventory you may consider attaching the full list to this business plan.*]

|  |  |  |  |
| --- | --- | --- | --- |
| **Item** | **Unit price** | **Quantity** | **Total cost** |
| [*eg. A4 notepads*] | [*$4.50 ea*] | [*50 units*] | [*$225*] |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Major suppliers

[*List details of your major suppliers*]

|  |  |  |  |
| --- | --- | --- | --- |
| **Supplier** | **Contact details** | **Goods/services supplied** | **Terms of trade** |
| [*eg. Browns of Balga*] | [*T: 08 xxx xxxx*  *E: browns@....*] | [*All basic fruit and vegetable requirements*] | [*Payment within 7 days by EFT*] |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Environmental strategy

[*List what you will do or plan to do to minimise the impact of your business on the environment, whether required by legislation or regulations, or through necessity or choice. Examples may include choosing a location that can be accessed using public transport, recycling materials, minimising waste, using environmentally friendly products etc.*]

|  |  |
| --- | --- |
| **Actions** | **Target** |
| [*Reduce power consumption by turning off all lights and computers when not in use.*] | [*30% reduction*] |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

## Human resources

**Key staff**

[*List all current staff including family members who work for the business*]

|  |  |  |
| --- | --- | --- |
| **Name** | **Job title** | **Skills/qualifications/strengths** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**Required staff**

[*Specify the job roles that you may require in the future*]

|  |  |  |  |
| --- | --- | --- | --- |
| **Job role** | **Quantity** | **Skills required** | **Date required** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Recruitment:**

[*How do you plan to recruit the required staff? Are there any potential skill shortages that may impact on your ability to recruit the appropriate people?]*

**Training:**

[*Is there any training required for staff?*]

**Retention:**

[*Do you have any strategies to help you retain existing and new staff? Do you have procedures in place to document the responsibilities of staff?]*

# Products and services you will be providing

| Product/service | Description | Price range |
| --- | --- | --- |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

## 

## Market position:

[*Where do your products/services fit in the market? How do they compare to those of your competitors?*]

## Benefits to customer:

[*How will customers benefit from your products/services?]*

## Pricing strategy

[*Double-click the table below to enter your details or attach your own pricing strategy to this business plan*]

******

[*If you provide services rather than products you should provide your pricing structure, such as your hourly rate or rates for one-off services. Include an explanation of how you determined your fees and charges. Double click on the table below to input your data.*]

**~~~~**

## Distribution system

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Channel** | **Product/**  **services** | **Sales (%)** | **Advantages** | **Disadvantages** |
| [*Retail outlet, online, export, wholesale, etc*] | [*List products/*  *services to be distributed via this channel*] | *[% of overall sales via this channel*] | [*List advantages of this channel*] | [*List disadvantages of this channel*] |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

## Future plans

[*Provide a brief explanation of any future products or services you plan to introduce. Clearly outline the benefits to your customer and how you plan to manage this growth.*]

# Marketing plan

## Market research and industry analysis

[*What statistical information have you reviewed to help you understand the market? If you have surveyed potential customers, competitors or suppliers, attach a copy of your results to this business plan.*]

## Unique selling proposition

[*What sets your products/service apart from the competition? How do you stand out in the marketplace? Why would customers choose your product, service and business rather than other available options?]*

## Overview of target markets

[*Provide an overview of your target market(s). What are their characteristics? Why would they find your business appealing? What are the best marketing avenues to reach them?]*

## Marketing goals

[*Outline your specific marketing goals for the short term (within the next six months). Also include some long term goals (next 12 or longer).]*

## Marketing budget and promotional strategies

[*Outline your promotional strategies such as online, networking, printed material, direct marketing, print advertising, content marketing, public relations, etc. Include the allocated cost or budget for each strategy.*]

| Promotional strategy | Expected business improvement | Cost ($) | Target launch date |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Customer service strategy

## [*How will you develop a good relationship with your customers? How will you ensure that they will return to buy from you again? How will you measure customer service levels? How will you record customer details?*]

# Financial strategy

## Financial goals

## [*Outline your financial goals, including profit and sales targets.*]

|  |  |  |
| --- | --- | --- |
| **Financial goal** | **Action required to achieve** | **Due date** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

## Financial forecasts

## Start-up costs

[*Double-click the table below to enter your details to this business plan.*]





## Operating expenses forecast

[*Double-click the table below to enter your details to this business plan.*]



## Cost of goods sold (COGS)

[*Double-click the table below to enter your details to this business plan.*]



## Sales forecast

[*Double-click the table below to enter your details to this business plan.*]

## 

## Cash flow forecast

## Profit and loss statement

[*Provide a summary of your projected profit and loss for at least the first year of operation. If you have an established business, you should include your profit and loss forecasts for the next three years in the appendix of this business plan.*]

|  |  |
| --- | --- |
| **Item** | **Year 1** |
| Sales | $0.00 |
| Gross profit | $0.00 |
| Gross profit margin | 0% |
| Expenses | $0.00 |
| Net profit | $0.00 |

## Breakeven analysis

[*Double-click the table below to enter your details to this business plan.*]



## Credit management

[*Outline your process for controlling and collecting payments from your clients*]

# Supporting documentation

[*Provide a list of the supporting documentation that is included as attachments to this business plan.*]

April 2017