

[INSERT YOUR BUSINESS LOGO]

[Your Name]

[Your Title]

[Business Name]

[Main Business Address]

[Business Name]

Business Plan

Prepared: [Date prepared]

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Business Plan Executive Summary

[Please complete this page last]

[Your business summary should be no longer than a page and should focus on why your business is going to be successful. Your answers below should briefly summarise your more detailed answers provided throughout the body of this plan.]

The Business

Business name: *[Enter your business name as registered in your state/territory. If you have not registered your business name, add your proposed business name.]*

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

Business owner(s): *[List all of the business owners.]*

Relevant owner experience: *[Briefly outline your experience and/or years in the industry and any major achievements/awards.]*

Products/services: *[What products/services are you selling? What is the anticipated demand for your products/services?]*

The Market

Target market:

[Who are you selling to? Why would they buy your products/services over others?]

Marketing strategy:

[How do you plan to enter the market? How do you intend to attract customers? How and why will this work?]

Goals/objectives:

[What are your goals? What activities will you undertake to meet them?]

The Finances

[Briefly outline how much profit you intend on making in a particular timeframe. How much money will you need up-front? Where will you obtain these funds? What portion will you be seeking from other sources? How much of your own money are you contributing towards the business?]

The Business

Business details

Products/services: *[What products/services are you selling? What is the anticipated demand for your products/services?]*

Business name: *[Enter your business name as registered in your state/territory. If you have not registered your business name, add your proposed business name.]*

Management & ownership

Names of owners: *[List all of the business owners.]*

Details of management & ownership: *[As the owner(s), will you be running the business or will a Chief Executive Officer (CEO) be running the business on your behalf? What will be your involvement? If it is a partnership briefly outline % share, role in the business, the strengths of each partner and whether you have a partnership agreement/contract in place?]*

Key personnel

Current staff

[List your current staff in the table below.]

Job Title	Name	Skills or strengths
<i>[e.g. Marketing/ Sales Manager]</i>	<i>[Mr Chris Brantley]</i>	<i>[Relevant qualifications in Sales/Marketing. At least 5 years experience in the industry. Award in marketing excellence.]</i>
<i>[e.g. Marketing/ Sales Manager]</i>	<i>[Mr Chris Brantley]</i>	<i>[Relevant qualifications in Sales/Marketing. At least 5 years experience in the industry. Award in marketing excellence.]</i>
<i>[e.g. Marketing/ Sales Manager]</i>	<i>[Mr Chris Brantley]</i>	<i>[Relevant qualifications in Sales/Marketing. At least 5 years experience in the industry. Award in marketing excellence.]</i>
<i>[e.g. Marketing/ Sales Manager]</i>	<i>[Mr Chris Brantley]</i>	<i>[Relevant qualifications in Sales/Marketing. At least 5 years experience in the industry. Award in marketing excellence.]</i>

Products/services

Product/Service	Description	Price
[Product/service name]	[Brief product/service description]	[Price including GST]
[Product/service name]	[Brief product/service description]	[Price including GST]
[Product/service name]	[Brief product/service description]	[Price including GST]
[Product/service name]	[Brief product/service description]	[Price including GST]

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 where others may have failed? What gives your products/services the edge?]

Anticipated demand: [What is the anticipated quantity of products/services your customers are likely to purchase?]

Pricing strategy: [Do you have a particular pricing strategy? Why have you chosen this strategy?]

Value to customer: [How do your customers view your products/services? Are they a necessity, luxury or something in between?]

Operations

Production process

[What is the process involved in producing your products or services. This process will vary depending on your product or service. Here are some examples of questions you may consider. Is there a manufacturing process? Who is involved in the process? Are there any third parties involved? What is involved in delivering the service to your customers?]

Suppliers

[Who are your main suppliers? What do they supply to your business? How will you maintain a good relationship with them?]

Inventory

[List your current inventory items in the table below. If you have a substantial inventory, you may prefer to attach a full inventory list to the back of this business plan.]

Inventory item	Unit price	Quantity in stock	Total cost
<i>[e.g flour]</i>	<i>[e.g \$5.00kg]</i>	<i>[e.g Five kilograms]</i>	<i>[e.g \$25.00]</i>
<i>[e.g flour]</i>	<i>[e.g \$5.00kg]</i>	<i>[e.g Five kilograms]</i>	<i>[e.g \$25.00]</i>
<i>[e.g flour]</i>	<i>[e.g \$5.00kg]</i>	<i>[e.g Five kilograms]</i>	<i>[e.g \$25.00]</i>

The Market

Market research

[What statistical research have you completed to help you analyse your market? Did you use a survey/questionnaire? If so, you may like to attach a copy of your survey/questionnaire to the back of this plan.]

Market targets

[Outline your planned sales targets. What quantity of your products/services do you plan to sell in a planned timeframe? Are they monthly or yearly targets?]

Your customers

Customer demographics

[Define who your target customers are and how they behave. You can include age, gender, social status, education and attitudes.]

Key customers

[Identify your key customers. (These can be large consumers of your products or individuals whose satisfaction is key to the success of your business.) How will you target your products/service to them?]

S.W.O.T. analysis

[List each of your businesses strengths, weaknesses, opportunities or threats in the table below and then outline how you plan to address each of the weaknesses/threats.]

Strengths <i>[e.g High traffic location]</i>	Weaknesses <i>[e.g High rental costs]</i>
Opportunities <i>[e.g build on customer and brand loyalty]</i>	Threats <i>[e.g Cash flow problems]</i>

Your competitors

[How do you rate against your competitors? How can your business improve on what they offer?]

Competitor details

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

Competitor	Value to customers	Strengths	Weaknesses
<i>[Competitor name]</i>	<i>[Unique value to customers. E.g. convenience, quality, price or service?]</i>	<i>[What are your competitor's main strengths?]</i>	<i>[What are your competitor's main weaknesses?]</i>
<i>[Competitor name]</i>	<i>[Unique value to customers. E.g. convenience, quality, price or service?]</i>	<i>[What are your competitor's main strengths?]</i>	<i>[What are your competitor's main weaknesses?]</i>
<i>[Competitor name]</i>	<i>[Unique value to customers. E.g. convenience, quality, price or service?]</i>	<i>[What are your competitor's main strengths?]</i>	<i>[What are your competitor's main weaknesses?]</i>
<i>[Competitor name]</i>	<i>[Unique value to customers. E.g. convenience, quality, price or service?]</i>	<i>[What are your competitor's main strengths?]</i>	<i>[What are your competitor's main weaknesses?]</i>
<i>[Competitor name]</i>	<i>[Unique value to customers. E.g. convenience, quality, price or service?]</i>	<i>[What are your competitor's main strengths?]</i>	<i>[What are your competitor's main weaknesses?]</i>

Advertising & sales

Advertising & promotional strategy

[What strategies do you have for promoting and advertising your products/services in the next 12 months?]

Planned promotion /advertising type	Expected business improvement	Cost (\$)
<i>[Print media advertising, online advertising, mail-out, giveaway, media release, social media campaign or event.]</i>	<i>[How do you expect it will improve your business success?]</i>	<i>[\$]</i>
<i>[Print media advertising, online advertising, mail-out, giveaway, media release, social media campaign or event.]</i>	<i>[How do you expect it will improve your business success?]</i>	<i>[\$]</i>
<i>[Print media advertising, online advertising, mail-out, giveaway, media release, social media campaign or event.]</i>	<i>[How do you expect it will improve your business success?]</i>	<i>[\$]</i>
<i>[Print media advertising, online advertising, mail-out, giveaway, media release, social media campaign or event.]</i>	<i>[How do you expect it will improve your business success?]</i>	<i>[\$]</i>

Sales & marketing objectives

[Who makes up your sales team? What sales techniques will they use? What tools/material will they use to help sell your products/services? What sales goals/targets will they meet?]

Unique selling position

[Why do you have an advantage over your competitors? How will your products/services succeed in the market where others may have failed?]

Sales & distribution channels

Channel type	Products/services	Percentage of sales (%)	Advantages	Disadvantages
<i>[e.g. Shopfront, internet, direct mail, export or wholesale]</i>	<i>[List all the products/services sold via this channel]</i>	<i>[What percentage of overall sales do you expect to sell via this channel?]</i>	<i>[What advantages are there of using this channel for these products?]</i>	<i>[What challenges do you expect to face using this channel? How will you overcome them?]</i>
<i>[e.g. Shopfront, internet, direct mail, export or wholesale]</i>	<i>[List all the products/services sold via this channel]</i>	<i>[What percentage of overall sales do you expect to sell via this channel?]</i>	<i>[What advantages are there of using this channel for these products?]</i>	<i>[What challenges do you expect to face using this channel? How will you overcome them?]</i>
<i>[e.g. Shopfront, internet, direct mail, export or wholesale]</i>	<i>[List all the products/services sold via this channel]</i>	<i>[What percentage of overall sales do you expect to sell via this channel?]</i>	<i>[What advantages are there of using this channel for these products?]</i>	<i>[What challenges do you expect to face using this channel? How will you overcome them?]</i>
<i>[e.g. Shopfront, internet, direct mail, export or wholesale]</i>	<i>[List all the products/services sold via this channel]</i>	<i>[What percentage of overall sales do you expect to sell via this channel?]</i>	<i>[What advantages are there of using this channel for these products?]</i>	<i>[What challenges do you expect to face using this channel? How will you overcome them?]</i>

The Finances

Key objectives & financial review

Financial objectives

[List your key financial objectives. These can be in the form of sales or profit targets. You could also list your main financial management goals such as cost reduction targets.]

Finance required

[How much money up-front do you need? Where will you obtain the funds? What portion will you be seeking from loans, investors, business partners, friends or relatives, venture capital or government funding? How much of your own money are you contributing towards the business?]

Profit and loss forecast

[Double-click the table below to enter your details or attach your own profit & loss sheet at the back of this business plan]

PROFIT & LOSS FORECAST	[Year 1]	[Year 2]	[Year 3]
Sales			
less cost of goods sold			
More...			
Gross profit/net sales	\$U	\$U	\$U
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	\$U	\$U	\$U
NET PROFIT	\$U	\$U	\$U

Break-even analysis

[Double-click the table below to enter your details or attach your own table. Refer to the Business Plan guide from www.business.gov.au/businessplan for the calculations.]

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	

Supporting documentation

Attached is my supporting documentation in relation to this business plan. The attached documents include:

[List all of your attachments here. These may include resumes, inventory list, survey/questionnaire and/or financial documents.]