

Business Plan template

[INSERT YOUR BUSINESS LOGO]

[Your Name]

[Your Title]

[Business Name]

[Main Business Address]

ABN: [ABN]

ACN: [ACN]

[*Business Name*]

Business Plan

Prepared: [Date prepared]

Contents

Business Plan template	1
Using this template	Error! Bookmark not defined.
Business Plan Summary	4
The Business.....	4
The Market	4
The Future.....	4
The Finances.....	4
The Business	5
Business details.....	5
Registration details	5
Business premises	5
Organisation chart	5
Management & ownership.....	6
Key personnel	6
Products/services	7
Innovation	8
Insurance	Error! Bookmark not defined.
Risk management.....	8
Legal considerations.....	9
The Market	9
Market research	9
Market targets.....	9
Environmental/industry analysis	9
Your customers	9
S.W.O.T. analysis	11
Your competitors	12
Advertising & sales	13
The Future	15
Vision statement.....	15
Mission statement.....	15
Goals/objectives	15
Action plan	15
The Finances	16
Key objectives & financial review	16
Assumptions	16
Start-up costs for [YEAR].....	17
Balance sheet forecast	18
Profit and loss forecast	19
Expected cash flow	20
Break-even analysis.....	21
Supporting documentation	22

Business Plan 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 location: *[Main business location]*

Date established: *[The date you started trading.]*

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?]

The Future

Vision statement:

[The vision statement briefly outlines your future plan for the business. It should state clearly what your overall goals for the business are.]

Goals/objectives:

[What are your short & long term goals? What activities will you undertake to meet them?]

[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 Finances

The Business

Business details

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

Registration details

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.]*

Trading name(s): *[Registered trading name(s).]*

Date registered: *[Date business name registered.]*

Location(s) registered: *[State(s) you are registered in.]*

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

Domain names: *[Registered domain names.]*

Business premises

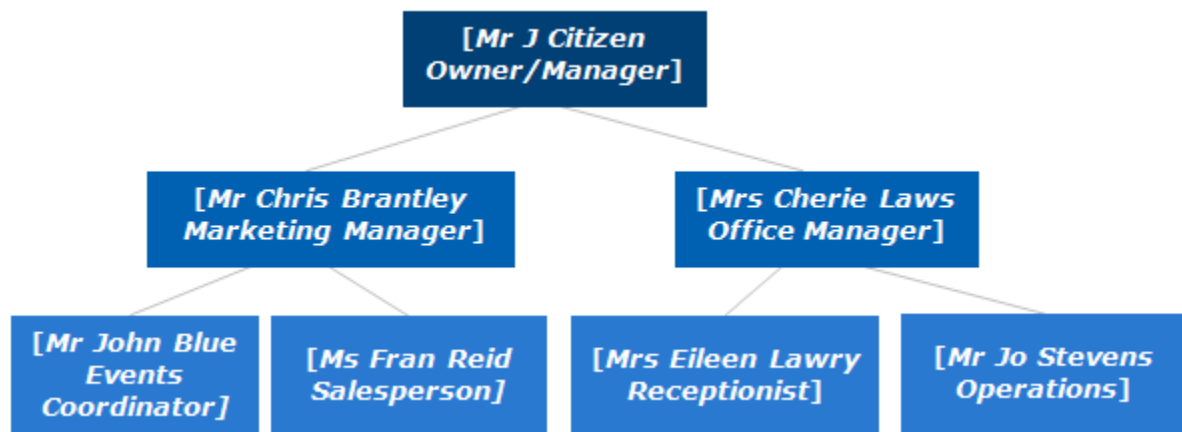
Business location: *[Describe the location and space occupied/required. What is the size of the space you occupy/require? Which city or town? Where in relation to landmarks/main areas? If you have a retail business, where are you in relation to other shops? What is the retail traffic like?]*

Buy/lease: *[If you have purchased a business premises or are currently leasing, briefly outline the arrangements. If you are still looking for a lease, outline your commercial lease requirements and any utilities/facilities required.]*

Organisation chart

[Outline your business structure in an organisation chart.]

Figure 1: Example Organisation Chart.



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?]

Experience: [What experience do the business owner(s) have? How many years have you owned or run a business? List any previous businesses owned/managed. List any major achievements/awards. What other relevant experience do you have? Don't forget to attach your resume(s) to the back of your plan.]

Key personnel

Staff Plan

[List your current staff in the table below.]

Job Title	Name	Expected staff turnover	Skills or strengths
[e.g. Marketing/ Sales Manager]	[Mr Chris Brantley]	[12-18 months]	[Relevant qualifications in Sales/Marketing. At least 5 years experience in the industry. Award in marketing excellence.]
[e.g. Marketing/ Sales Manager]	[Mr Chris Brantley]	[12-18 months]	[Relevant qualifications in Sales/Marketing. At least 5 years experience in the industry. Award in marketing excellence.]
[e.g. Marketing/ Sales Manager]	[Mr Chris Brantley]	[12-18 months]	[Relevant qualifications in Sales/Marketing. At least 5 years experience in the industry. Award in marketing excellence.]

Job Title	Name	Expected staff turnover	Skills or strengths
[e.g. Marketing/ Sales Manager]	[Mr Chris Brantley]	[12-18 months]	[Relevant qualifications in Sales/Marketing. At least 5 years experience in the industry. Award in marketing excellence.]

Required staff

[List your required staff in the table below.]

Job Title	Quantity	Expected staff turnover	Skills necessary	Date required
[e.g. Office Manager]	[1]	[2-3 years]	[Relevant qualifications in Office Management. At least 2 years experience.]	[Month/Year]
[e.g. Office Manager]	[1]	[2-3 years]	[Relevant qualifications in Office Management. At least 2 years experience.]	[Month/Year]
[e.g. Office Manager]	[1]	[2-3 years]	[Relevant qualifications in Office Management. At least 2 years experience.]	[Month/Year]
[e.g. Office Manager]	[1]	[2-3 years]	[Relevant qualifications in Office Management. At least 2 years experience.]	[Month/Year]

Recruitment options

[How do you intend on obtaining your required staff? Advertising in the local paper, online advertising, and/or training current staff members?]

Training programs

[Are there any training programs you will be organising in the event you cannot find the required skills? Are these in-house or external providers? What training will you as the business owner/manager undertake to keep your skills current?]

Skill retention strategies

[What procedural documentation will you provide to ensure the skills of staff are maintained? Do you have an appropriate allocation of responsibilities? How are responsibilities documented and communicated to staff? What internal processes will you implement to regularly check that the current skills of staff members are still appropriate for the business?]

Products/services

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? For example, how much will an individual customer buy in 6 months or 12 months?]*

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?]*

Growth potential: *[What is the anticipated percentage growth of the product in the future? What will drive this growth?]*

Innovation

Research & development (R&D)/innovation activities

[What R&D activities will you implement to encourage innovation in your business? What financial and/or staff resources will you allocate?]

Intellectual property strategy

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

Risk management

[List the potential risks (in order of likelihood) that could impact your business.]

Risk	Likelihood	Impact	Strategy
<i>[Description of the risk and the potential impact to your business.]</i>	<i>[Highly Unlikely, Unlikely, Likely, Highly Likely]</i>	<i>[High, Medium, Low]</i>	<i>[What actions will you take to minimise/mitigate the potential risk to your business?]</i>
<i>[Description of the risk and the potential impact to your business.]</i>	<i>[Highly Unlikely, Unlikely, Likely, Highly Likely]</i>	<i>[High, Medium, Low]</i>	<i>[What actions will you take to minimise/mitigate the potential risk to your business?]</i>
<i>[Description of the risk and the potential impact to your business.]</i>	<i>[Highly Unlikely, Unlikely, Likely, Highly Likely]</i>	<i>[High, Medium, Low]</i>	<i>[What actions will you take to minimise/mitigate the potential risk to your business?]</i>

Risk	Likelihood	Impact	Strategy
<i>[Description of the risk and the potential impact to your business.]</i>	<i>[Highly Unlikely, Unlikely, Likely, Highly Likely]</i>	<i>[High, Medium, Low]</i>	<i>[What actions will you take to minimise/mitigate the potential risk to your business?]</i>

Legal considerations

[List the legislation which will have some impact on the running of your business. For example: consumer law, business law, or specific legislation to your industry.]

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?]

Environmental/industry analysis

[Detail the results of the market research you have performed. Is the area experiencing population growth? Are there long-term employers in the area? Is the region's economy stable? Are there seasonal variations?]

What is the size of the market? What recent trends have emerged in the market? What growth potential is available and where do you fit in? How will the market/customers change when you enter the market?]

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?]

Customer management

[How will you maintain a good relationship with your customers? What techniques will you use? How will you keep your customers coming back? Have you introduced customer service standards? Do you follow any particular code of practice?]

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	Weaknesses
<i>[e.g High traffic location]</i>	<i>[e.g High rental costs]</i>
Opportunities	Threats
<i>[e.g build on customer and brand loyalty]</i>	<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	Established date	Size	Market share (%)	Value to customers	Strengths	Weaknesses
[Competitor name]	[When were they established?]	[Number of staff and/or turnover]	[Estimated percentage of market share]	[Unique value to customers. E.g. convenience, quality, price or service?]	[What are your competitor's main strengths?]	[What are your competitor's main weaknesses?]
[Competitor name]	[When were they established?]	[Number of staff and/or turnover]	[Estimated percentage of market share]	[Unique value to customers. E.g. convenience, quality, price or service?]	[What are your competitor's main strengths?]	[What are your competitor's main weaknesses?]
[Competitor name]	[When were they established?]	[Number of staff and/or turnover]	[Estimated percentage of market share]	[Unique value to customers. E.g. convenience, quality, price or service?]	[What are your competitor's main strengths?]	[What are your competitor's main weaknesses?]
[Competitor name]	[When were they established?]	[Number of staff and/or turnover]	[Estimated percentage of market share]	[Unique value to customers. E.g. convenience, quality, price or service?]	[What are your competitor's main strengths?]	[What are your competitor's main weaknesses?]
[Competitor name]	[When were they established?]	[Number of staff and/or turnover]	[Estimated percentage of market share]	[Unique value to customers. E.g. convenience, quality, price or service?]	[What are your competitor's main strengths?]	[What are your competitor's main weaknesses?]

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 (\$)	Target date
<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>[Month/Year]</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>[Month/Year]</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>[Month/Year]</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>[Month/Year]</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 Future

Vision statement

[What is your business' vision statement? It should briefly outline your future plan for the business and include your overall goals.]

Mission statement

[What is your business' mission statement? I.e. how will you achieve your vision?]

Goals/objectives

[What are your short & long term goals? What activities will you undertake to meet them?]

Action plan

Please note: This table does not include sustainability milestones as they are listed in the sustainability section above.

Milestone	Date of expected completion	Person responsible
<i>[What are the business milestones that you need to complete starting from today?]</i>	<i>[When do you expect to complete them?]</i>	<i>[Who is responsible for delivering this milestone?]</i>
<i>[What are the business milestones that you need to complete starting from today?]</i>	<i>[When do you expect to complete them?]</i>	<i>[Who is responsible for delivering this milestone?]</i>
<i>[What are the business milestones that you need to complete starting from today?]</i>	<i>[When do you expect to complete them?]</i>	<i>[Who is responsible for delivering this milestone?]</i>
<i>[What are the business milestones that you need to complete starting from today?]</i>	<i>[When do you expect to complete them?]</i>	<i>[Who is responsible for delivering this milestone?]</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?]

Assumptions

The financial tables on the subsequent pages are based on the assumptions listed below:

- *[List your financial assumptions. These can include seasonal adjustments, drought or interest rates etc.]*

Start-up costs for [YEAR]

[Double-click the table below to enter your details or attach your own start up costing sheet at the back of this business plan.]

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

Balance sheet forecast

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

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

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	\$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

Expected cash flow

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

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

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.]*