Business Plan

[Enter Your Business Name Here]

Last updated: <Insert Date Here>

Contents

[**The business at a glance 3**](#_Toc381722870)

[**The business in detail 5**](#_Toc381722883)

[History 5](#_Toc381722871)

[Products & services 5](#_Toc381722872)

[Structure 6](#_Toc381722873)

[SWOT analysis 6](#_Toc381722874)

[Premises & equipment 7](#_Toc381722875)

[Information systems & telecommunications 7](#_Toc381722876)

[Intellectual property, licences & memberships 8](#_Toc381722877)

[Insurances 9](#_Toc381722878)

**Business** [**Goals & Strategies 10**](#_Toc381722879)

[Marketing 11](#_Toc381722880)

[Sales 11](#_Toc381722881)

[Customer management and retention 12](#_Toc381722882)

[Pricing 12](#_Toc381722883)

[**Competitors 1**](#_Toc381722883)**3**

[The industry 13](#_Toc381722884)

[Target market 13](#_Toc381722885)

[The competition 14](#_Toc381722886)

[**Financial forecasts 1**](#_Toc381722883)**5**

[Start-up costs 15](#_Toc381722887)

[Profit & loss forecast 16](#_Toc381722888)

[Cash flow forecast 17](#_Toc381722889)

[Balance sheet forecast 19](#_Toc381722890)

## The business at a glance

|  |  |
| --- | --- |
| **Your introduction**   * Summarise your business idea in less than 100 words |  |
| **Business name**   * Will you be trading in your name or something else? |  |
| **Owners**   * Who’s involved and what is the business type? e.g. sole trader, Partnership, Company, Trust |  |
| **What we do**   * A one sentence summary of your main business activity |  |
| **Vision**   * Where do you want your business to be in the future? |  |

|  |  |
| --- | --- |
| **Unique selling proposition**   * What does your business have that your competition doesn’t? |  |
| **Products & services**   * What does your business have that your competition doesn’t? |  |
| **Target market**   * Who are you selling your product/service to? * Why do they need it? |  |
| **Business Goals**   * What are the key business goals for the period covered by this plan? * Try to make your goals specific, achievable and measurable |  |
| **Capital requirements**   * How much money will you need to get started? |  |

## History

|  |  |
| --- | --- |
| **Date established** (If applicable) |  |
| **Operating history** (If applicable)   * How long has the business been running? * How has it performed? |  |

## Products & Services

|  |  |
| --- | --- |
| **Product 1**  * What products and services do you provide? * What benefits do they offer your customers? * What makes them unique? |  |
| **Product 2**  * What products and services do you provide? * What benefits do they offer your customers? * What makes them unique? |  |
| **Product 3**  * What products and services do you provide? * What benefits do they offer your customers? * What makes them unique? |  |

## Structure

|  |  |
| --- | --- |
| **Business type**  * Are you a Sole Trader, Partnership, Company, or Trust |  |
| **Who’s involved?**  * What is the structure? * What is everyone’s roles & responsibilities |  |

## SWOT Analysis

|  |  |
| --- | --- |
| **Strengths**  * List each of your businesses strengths e.g. Busy location |  |
| **Weaknesses**  * List each of your businesses weaknesses e.g. High rent |  |
| **Opportunities**  * List each of your businesses opportunities e.g. Reward customer loyalty |  |
| **Threats**  * List each of your businesses threats e.g. Seasonal impacts |  |

## Premises & Equipment

|  |  |
| --- | --- |
| **Premises**  * Describe your business premises – location, rent, fit out |  |
| **Plant & equipment**  * List the equipment you need to run your business * List the value of existing equipment and the cost to purchase or rent the equipment you don’t have |  |

## Information Systems & Telecommunications

|  |  |
| --- | --- |
| **Information systems**  * Describe the information systems you’ll need to run your business e.g. customer database, accounting software, computer software |  |
| **Telecommunications**  * How will customers contact you? * Do you have a message service or company email address? |  |

## Intellectual Property, Licences & Memberships

|  |  |
| --- | --- |
| **Registered business names**  * List your registered business names (with ASIC) |  |
| **Domain names**  * List any domain names you have registered for your websites and email addresses |  |
| **Trademarks & patents**   * Do you have any trademarks or patents? |  |
| **Licences**   * Do you need any licences, permits or government approvals to run your business? |  |
| **Memberships**   * Do you belong to a chamber of commerce or industry association? |  |

## Insurances

|  |  |
| --- | --- |
| **Public risk insurance**  * List details of any insurances including the amount insured for and annual premiums |  |
| **Workers compensation**  * List details of any insurances including the amount insured for and annual premiums |  |
| **Professional indemnity or product liability**   * List details of any insurances including the amount insured for and annual premiums |  |
| **Business assets**   * List details of any insurances including the amount insured for and annual premiums |  |
| **Fire & property**   * List details of any insurances including the amount insured for and annual premiums |  |

## Goals & Milestones

|  |  |
| --- | --- |
| **Goal 1**  * Set your major business goals for the period covered by this plan * Then set milestones for each step * Try to make your goals specific, achievable and measurable | **Milestone** |
| **Goal 2**  * Set your major business goals for the period covered by this plan * Then set milestones for each step * Try to make your goals specific, achievable and measurable | **Milestone** |
| **Goal 3**  * Set your major business goals for the period covered by this plan * Then set milestones for each step * Try to make your goals specific, achievable and measurable | **Milestone** |
| **Goal 4**  * Set your major business goals for the period covered by this plan * Then set milestones for each step * Try to make your goals specific, achievable and measurable | **Milestone** |

## Marketing

|  |  |
| --- | --- |
| **Goal**   * How many customer leads do you hope to generate with your marketing * How are you going to measure success |  |
| **Promotion**  * How will you make customers aware of your product/service? * How will you make them want to buy from you? * When and where will you promote your business (e.g. online, events, social media, in-store, mail out)? |  |

## Sales

|  |  |
| --- | --- |
| **Goals**   * What volume of sales are you targeting in the period this plan covers? |  |
| **Sales team**  * Who is responsible for selling your products? * How will they be supported? e.g. training, sales guides |  |
| **Sales material**  * What will you use to sell your products/services e.g. brochures, newsletters, photos, point of sale material, appointment cards |  |
| **Sales techniques**  * What sales techniques do you plan to use? e.g. sales scripts, special offers, special events, product launches etc. |  |

## Customer Management and Retention

|  |  |
| --- | --- |
| **Goals**   * Having successfully sold to a customer – you need to keep them coming back * What proportion of customers do you hope to retain? |  |
| **Customer information**  * To get to your customer’s needs, you need to know as much about them as possible * How will you gather and store this information? e.g. customer database, questionnaires, surveys |  |
| **Customer retention**  * What will you do to keep your customer’s coming back? e.g. Loyalty programs, VIP clubs, newsletters |  |

## Pricing

|  |  |
| --- | --- |
| **Strategy**  * What’s your pricing strategy? * Do you offer a premium product/service at a premium price or do you price competitively for value? * How is your pricing calculated? |  |
| **Prices**  * List the prices of each of your main products/services |  |
| **Customer retention**  * What will you do to keep your customer’s coming back? e.g. Loyalty programs, VIP clubs, newsletters |  |

## The Industry

|  |  |
| --- | --- |
| **Your summary**  * Describe the key characteristics of your industry? e.g. How big is it? Is it a growth industry or mature industry? |  |

## Target Market

|  |  |
| --- | --- |
| **Your summary**  * Who are you selling your product/service to? * Why do they need it? |  |
| **Age** |  |
| **Gender** |  |
| **Occupation** |  |
| **Income** |  |
| **Location** |  |
| **Attitude and key drivers** |  |
| **Size of market** |  |
| **Growth potential** |  |

## The Competition

|  |  |
| --- | --- |
| **Competitor 1**  * When were they established? * What’s their market share? * What is their offering? * What are their strengths and weaknesses? |  |
| **Competitor 2**  * When were they established? * What’s their market share? * What is their offering? * What are their strengths and weaknesses? |  |
| **Competitor 3**  * When were they established? * What’s their market share? * What is their offering? * What are their strengths and weaknesses? |  |
| **Competitor 4**  * When were they established? * What’s their market share? * What is their offering? * What are their strengths and weaknesses? |  |

## Start-Up Costs

|  |  |
| --- | --- |
| Setting up the business |  |
| Accountants fees | $ |
| Solicitor’s fees | $ |
| Business registration | $ |
| Domain name registration | $ |
| Insurance premiums | $ |
| Licences | $ |
| Workers compensation | $ |

|  |  |
| --- | --- |
| Setting up the premises |  |
| Lease deposit and advance rent | $ |
| Fit out | $ |
| Utility bonds and connection | $ |
| Stationery and office supplies | $ |

|  |  |
| --- | --- |
| Plant & equipment | |
| Equipment | $ |
| Vehicles | $ |
| Telecommunications | $ |
| Computers and software | $ |

|  |  |
| --- | --- |
| Starting operations |  |
| Advertising and promotion | $ |
| Raw materials and supplies | $ |
| Working capital | $ |

|  |  |
| --- | --- |
| Start-up capital |  |
| Equity investment | $ |
| Borrowings | $ |
| **Total** | $ |

|  |  |
| --- | --- |
| The result |  |
| **Total set-up costs** | $ |
| Surplus funds | $ |
| **Borrowings required** | $ |

## Profit & Loss Forecast

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **JAN** | **FEB** | **MAR** | **APR** | **MAY** | **JUN** | **JUL** | **AUG** | **SEP** | **OCT** | **NOV** | **DEC** | **TOTALS** |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Sales | | | | | | | | | | | | | |
| Sales (invoices) | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ |
| Cost of goods sold |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Gross profit** |  |  |  |  |  |  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Expenses | | | | | | | | | | | | | |
| Accounting fees | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ |
| Advertising |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Bank Charges |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Bank Interest |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Depreciation |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Electricity & Gas |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Equipment Hire/Lease |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Insurance |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Legal Fees |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Motor Vehicle Expenses |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Postage, Telephone & Internet |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Stationery |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Rent |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Repairs & Maintenance |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Security |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Sundries |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Superannuation |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Transport/Courier |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Wages |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Workers Compensation |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Total** | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Result | | | | | | | | | | | | | |
| **Net Profit** | $ |  |  |  |  |  |  |  |  |  |  |  | $ |
| **Gross Profit Margin** |  |  |  |  |  |  |  |  |  |  |  |  | $ |
| **Net Profit Margin** |  |  |  |  |  |  |  |  |  |  |  |  | $ |

## Cash Flow Forecast

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | TOTALS |
| Starting cash position |  |  |  |  |  |  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Money Coming In** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cash Sales |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Collections from Accounts Receivable |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other Cash Receipts |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Total** |  |  |  |  |  |  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Money Going Out** | | | | | | | | | | | | | |
| **Costs of products/services sold** | | | | | | | | | | | | | |
| Materials |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Labour |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Packaging |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Other costs & expenses** | | | | | | | | | | | | | |
| Accounting Fees |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Administration |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Advertising |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Electricity and Gas |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Employee Wages |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Equipment Hire/Lease |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Insurance |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Legal Fees |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Motor Vehicle Expenses |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Postage, Phone & Internet |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Rent |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Repairs and Maintenance |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Stationery |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Transport/Courier Costs |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Workers Compensation |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Liabilities** | | | | | | | | | | | | | |
| Bank charges  Bank int |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Bank Interest |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Depreciation |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Superannuation |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Tax & GST |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Total** |  |  |  |  |  |  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Result** | | | | | | | | | | | | | |
| Change during month |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Closing cash position** |  |  |  |  |  |  |  |  |  |  |  |  |  |

# 

## Balance Sheet Forecast

|  |  |
| --- | --- |
| **Assets** |  |
| **Current Assets** |  |
| Cash | $ |
| Petty Cash |  |
| Accounts Receivable |  |
| Stock |  |
| Short-Term Investment |  |
| Prepaid Expenses |  |
| Long-Term Investment |  |
| **Fixed Assets** |  |
| Land | $ |
| Buildings |  |
| Improvements |  |
| Equipment |  |
| Furniture |  |
| Motor/Vehicles |  |
| **Total assets** | $ |

|  |  |
| --- | --- |
| **Liabilities** | |
| **Current Liabilities** |  |
| Accounts payable | $ |
| Notes payable |  |
| Interest payable |  |
| Taxes payable |  |
| Income Tax |  |
| Sales tax |  |
| Payroll accrual |  |
| **Long-Term Liabilities** |  |
| Borrowings | $ |
| **Total Liabilities** |  |
| **Net Assets** |  |

|  |  |
| --- | --- |
| **Owner’s Equity** |  |
| Retained Earnings | $ |
| Current year earnings |  |
| **Total equity (should equal net assets)** |  |

**Break-even analysis**

|  |  |
| --- | --- |
| Average selling price per unit | $ |
| Average cost of each unit | $ |
| Gross profit margin | $ |
| Fixed costs | $ |
| Dollar sales to break even | $ |
| Number of unit sales to break even |  |