
BUSINESS PLAN

1. BUSINESS OVERVIEW

INTRODUCTORY INFORMATION

Foundation details

Structure

Incorporation date

Company number

Contact details

Contact name

Phone

Mobile

Email

Address

Website / App

Social media details

Social media site

URL address

EXECUTIVE SUMMARY

Summarise the history of your business and how the idea developed. What are your business' core values and what are you broadly looking to achieve? Outline your previous experience in this sector and in management. Being able to describe your business clearly and succinctly to others is the first step to success.

2. BUSINESS GOALS AND OBJECTIVES

What business goals and objectives have you set for the coming year? What are your longer-term goals? Are they SMART – specific, measurable, attainable, realistic and time-bound? Who is responsible for delivering the goal?

Short-term goals: Year 1	Actions required	Deadline	Responsibility

Long-term goals: Years 1-3	Actions required	Deadline	Responsibility

CURRENT BUSINESS POSITION

Which stage of the business life-cycle are your business and industry sector currently in – emerging, growing, maturing or declining? Are you expanding, consolidating or preparing to sell?

3. BUSINESS OPERATIONS

PRODUCTS AND SERVICES

Categories	Details
Products/services	Give an overview of exactly what you'll be selling.
Distribution	Do you sell direct, or through a wholesaler? Do you sell by retail store, phone or website? Do you use salespeople, agents or distributors?
Pricing	How do you price your products and services? What is your profit margin and how have you set it? Are your customers price-sensitive?
Future growth	How do you plan to increase your business' capabilities and capacity? Why are you confident this growth will be sustainable?
Payment	What are your payment terms? How do customers pay you? What strategies, processes, systems and people do you have in place to facilitate this? What does it cost you?
Production	How will you produce these products or services?



Don't forget, there are many ways to save time through automating some of your business processes, for example using accounting and payroll software.

KEY SUPPLIERS

Which suppliers are critical to your business? What impact would a supply interruption have? Do you have customers or distributors that generate a significant amount of your sales?

Customer/ Supplier	Terms offered	Why critical	How risk of loss is managed

Regulatory and legal considerations

The Government and local councils will all have laws and regulations that you'll have to comply with. List all the regulatory requirements for your industry and the steps you've taken to comply with them.

4. SWOT ANALYSIS

Identify your business's internal Strengths, Weaknesses, and external Opportunities and Threats (SWOT).

Strengths within your business that provide advantage over competitors:

Weaknesses within your business that place you at a disadvantage compared to others:

Opportunities outside your business that you could leverage to your advantage:

Threats in the external environment that could cause trouble for the business:

STRATEGIC DIRECTION

Use your SWOT analysis above to explain your choice of strategic direction. How do you plan to maximise your strengths and opportunities, and minimise your weaknesses and threats? Include definite action points that show you've turned your analysis into a practical plan of action.

RISK MANAGEMENT

Risk assessment

What risks does your business face – for example, reduced demand, loss of major supplier/customer contract, interest rate changes, property damage, public liability, etc.

Risk	Impact if it occurs – high, medium or low	How it's managed

Succession planning

If something happened to you or you didn't want to run your business anymore, what would happen to it? Who would take over or buy it? How would you manage this process and how would you ensure your business continued to operate? Have you formally documented your plans?

COMPETITIVE ADVANTAGE

It's important to regularly review where competitors are positioned in the market and analyse what they're doing relative to your business. Complete this table for key competitors in your industry.

Categories

Products/services

Price

Market share

In business since

Business structure

Target customers

Position in the
market

Point of
differentiation

Strengths

Weaknesses

5. TARGET CUSTOMER

TARGET MARKET AND PROPOSITION

Provide details about your product or service and how it will appeal to customers.

Value proposition

What do you stand for in the market?
What are you offering? Do you have a unique selling point?

Who is your target market?

Include demographics such as age, gender, geography and needs/wants.

What is the size and value of your target market?

How did you arrive at these figures?

What factors affect your target market's spending habits?

Is your sector seasonal or price-sensitive?

What is your competitive advantage?

What are the reasons a customer would choose you over the competition?

CUSTOMER MANAGEMENT

Ask yourself the following questions relating to your target customers. Be specific and realistic.

How do you acquire new customers?

How many do you expect to acquire
each year and over the following years?

Why is your customer service model
effective?

How do you retain your most profitable
customers?

How do you manage or move on
customers you would prefer not to keep?

DATA AND CUSTOMER INFORMATION

How do you collect, store and use customer and stock information? Do you back this information up? How do you do this and how often? How long do you store data for and is it secure?

6. MARKETING STRATEGY AND SALES PLANNING

MARKET RESEARCH

Describe the current state of the market you are in/entering. How did you come to this finding? What research have you done for this and the methods you used? Explain your findings in terms of market size and outlook.

OPPORTUNITIES IN THE MARKET

What is the market opportunity you've identified and is anyone else likely to exploit this gap?

E-commerce and technology

How do you plan to use e-commerce and technology to help your business? How will you use it to lower costs, speed up your business, access new markets or increase sales? Will you sell products/services online?

MARKETING, ADVERTISING AND PROMOTION

Once you've completed your target market and competitor reviews, sometimes it can provide clarity about how you'll promote your own business. Ask yourself, how are customers going to buy from you and find out about your product or service? Use this table to map out any recent or planned marketing activities.

Marketing method	Objectives	Key message	When	Where	Cost	Return
Advertising						
Letters, emails, flyers, brochures						
Calling, visitation programmes						
Sponsorship, events						
Trade shows						
Media coverage (PR)						
Loyalty programmes						
Website / App						
SEO, SEM, Online display, social						
[Other]						

7. BUSINESS ASSETS

PREMISES

What premises does your business own or lease? Do you anticipate having to move or expand at some stage? Why, when and how will you do this?

Premises	Purchase or lease date	Price	Lease/finance rates, conditions, options

ASSETS AND EQUIPMENT

List your key plant and business equipment including computers, software, vehicles and machinery.

Asset	Purchase or lease date	Price	Lease/finance rates, conditions, options	Current usage level	Expected replacement date

STOCK AND INVENTORY

What is your production capacity and how much do you currently produce? What is your stock turnover? How do you store inventory and what does this cost? What are your future volume predictions?

INTELLECTUAL PROPERTY

How is your intellectual property protected? Give details of copyrights, licenses and patents.

Intellectual property to be protected	Type of protection	Protection end date	Geography covered	Conditions that apply

INSURANCE

All businesses require insurance to mitigate risk to your business. It's important to get expert advice about the specific needs of your business. Some insurance policies, such as workers compensation, are required by law but you should ensure you're covered against any significant risk.

8. FINANCIAL ANALYSIS

FUNDING SOURCES

List all of the funding your business has received with details of amounts received and any debts still outstanding.

FINANCIAL RESOURCES

Do you have financial resources to meet your objectives or take advantage of opportunities? What facilities do you have in place for this?

Facility	Provider	Approved limits	Current usage	Conditions

CURRENT FINANCIAL POSITION AND PAST PERFORMANCE

How has your business performed against key financial measures such as sales, revenue, cash flow and profit growth recently?

FINANCIAL FORECAST

What are your projected results over the next 1, 2, 3 and 5 years? Remember to define any assumptions you make.

Include a copy of these financial documents:

- Start-up cost breakdown
- Break-even analysis
- Cash flow forecast
- Profit and loss forecast
- Balance sheet forecast

9. HUMAN RESOURCE (HR)

ORGANISATIONAL STRUCTURE

Include the number of employees, the management team and founders. If there are multiple business entities describe how they integrate together. You could also include a chart if this would help.

KEY STAFF, ADVISERS AND MENTORS

Who are the people in your business that you can't survive without? What skills, attributes, qualifications and knowledge do they have to help you with your industry, product or service?

Key staff and advisors	Role	Skills, attributes, experience

ORGANISATIONAL RESOURCES

People

Do your employees have the right skills to help you? How do you plan to develop and retain them?

Staff member	Areas for development	How they'll be developed and retained