Business Plan

|  |  |
| --- | --- |
| Business Name | Year |
|  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Entity Structure** | | | | |
| What is the structure of your entity? | |  | Sole Trader | |
|  | Partnership | |
|  | Trust | |
|  | Company | |
| ABN: |  | Number of Staff: | |  |
| Names of Owners: |  | Address: | |  |

|  |
| --- |
| **Background/Experience** |
| What is your previous experience in this business? |
| What is the background or experience of any other business owners? |

|  |  |
| --- | --- |
| Funding | |
| **Details of proposed purchase** |  |
| **Details of proposed expansion** |  |
| **Projected costs** |  |
| **Your contribution** |  |

|  |  |
| --- | --- |
| Business Location | |
| **Where will you operate?** |  |
| **Details of lease arrangements, if applicable** |  |
| **Details of property ownership, if applicable** |  |

|  |  |
| --- | --- |
| Target Market | |
| **Who will you be selling to?** |  |
| **Results of any research or industry analysis** |  |
| **Results from any consultancy services used** |  |
| **Why will this business work?** |  |
| **What will your sales channels be?** |  |

|  |  |
| --- | --- |
| Suppliers | |
| **Where will you source goods?** |  |
| **Where will you source raw materials?** |  |

|  |  |  |
| --- | --- | --- |
| Competitors | | |
| Competitor Name | Analysis | What sets you apart |
|  |  |  |
|  |  |  |
|  |  |  |

|  |  |
| --- | --- |
| Marketing and Advertising | |
| How will you get your business in front of your target market? |  |
| Why will this work? |  |
| What will be the cost? |  |

|  |  |
| --- | --- |
| Staffing and People | |
| How many staff do you need? |  |
| What are their skillsets? |  |
| Are there any key employees? |  |
| How will you attract and retain them? |  |

|  |  |
| --- | --- |
| Cash Flow Projection | |
| Cash flow forecast:   * Expenses * Drawings * Tax * Loan repayments |  |
| Details of funding, if needed |  |
| Purchases and receipts |  |
| If you are selling on terms, how will timing of collections impact your forecast? |  |

|  |  |
| --- | --- |
| Insurance | |
| Work insurance required |  |
| Personal Insurance required |  |
| Employee insurance required |  |

|  |  |  |
| --- | --- | --- |
| Risk Assessment | | |
| Risk | Likelihood | Mitigation Strategy |
| ***Description of risk*** | ***High/Medium/Low*** | ***What actions can you take to reduce the risk? How will you address this risk if it happens?*** |
|  |  |  |
|  |  |  |
|  |  |  |

|  |  |
| --- | --- |
| Your Vision | |
| What is your overall goal? |  |
| What are the milestones along the way? |  |
| What do you want to achieve? |  |

|  |  |
| --- | --- |
| SWOT Analysis | |
| Strengths | Weaknesses |
|  |  |
| Opportunities | Threats |
|  |  |

|  |  |
| --- | --- |
| Other Considerations (Any other significant issues not covered above?) | |
| Technology |  |
| Government Support |  |
| Training Programs |  |
| Research and Development |  |
| Intellectual Property |  |
| Environmental Issues |  |
| Community Impact |  |
| Licenses |  |
| Other |  |