



Business Plan

Business Name:

Name:

Address:

Phone:

Mobile:

Email:

Date:

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Mission Statement

1	BUSINESS OVERVIEW.	1
1.1	BUSINESS NAME	1
1.2	BRIEF DESCRIPTION OF BUSINESS	1
1.3	BUSINESS LOCATION	1
1.4	RELEVANT BACKGROUND / EXPERIENCE	1
1.5	MARKET EVIDENCE / RESEARCH UNDERTAKEN	1
1.6	TARGET MARKET	2
1.7	COMPETITIVE ADVANTAGE	2
1.8	MARKETING STRATEGY TO BE EMPLOYED	2
1.9	PRICING METHOD AND BREAKEVEN	2
1.10	INDUSTRY PRICING POLICY	2
1.11	FINANCIAL PLAN	3
1.12	STRENGTHS	3
2	PERSONAL BACKGROUND STATEMENT	4
3	GOALS & OBJECTIVES	5
3.1	BUSINESS GOALS & OBJECTIVES FOR THE NEXT 12 MONTHS	5
3.2	BUSINESS GOALS & OBJECTIVES FOR THE NEXT 2 YEARS	5
3.3	FINANCIAL GOALS & OBJECTIVES FOR THE NEXT 12 MONTHS.	5
3.4	FINANCIAL GOALS & OBJECTIVES FOR THE NEXT 2 YEARS	5
4	MARKETING PLAN	6
4.1	MARKET ANALYSIS	6
4.1.1	<i>Statement of Research Undertaken</i>	6
4.1.2	<i>Statement Of Product /Service Testing In The Market Place.</i>	6
4.1.3	<i>Description of Your Product/Service and how it benefits the customer</i>	7
4.1.4	<i>SWOT Analysis – <u>Business and Personal</u></i>	7
4.2	MARKET SEGMENTATION	7
4.2.1	<i>Marketing Environment</i>	7
4.2.2	<i>Broad Potential Market</i>	8
4.2.3	<i>Description of Market Segments</i>	9
4.2.4	<i>Target Markets</i>	9
4.3	CUSTOMER DETAILS	9
4.4	MARKET DETAILS	10
4.5	COMPETITOR ANALYSIS	11
4.5.1	<i>Major Competitors</i>	11
4.5.2	<i>Competitor SWOT Analysis</i>	11
4.5.3	<i>Area of Differentiation/Market Niche</i>	11
4.5.4	<i>Positioning Implementation Plan</i>	12
4.6	MARKETING STRATEGY	12
4.7	MARKETING MIX	12
4.7.1	<i>Description of the product(s) / service(s) lifecycle</i>	12
4.7.2	<i>Pricing Strategy</i>	12
4.7.3	<i>Place/Location</i>	13
4.7.4	<i>Product/Service Mix</i>	14
4.7.5	<i>Promotion And Advertising</i>	14
4.8	CUSTOMER SERVICE/CUSTOMER RELATIONS POLICY	16
4.8.1	<i>Customer Service Areas and Provision</i>	16
4.8.2	<i>Customer Payment Provision:</i>	16
4.8.3	<i>Customer Complaints</i>	17
5	LEGAL ASPECTS	18
5.1	STRUCTURE	18
5.2	INSURANCES	18
5.3	GOVERNMENT REGULATIONS/LICENSES	18
5.4	CONTRACTS	18
6	FINANCIAL PLAN	19
6.1	STATEMENT OF PERSONAL & FINANCIAL POSITION	19
6.1.1	<i>Income & Expenditure See Appendix</i>	19
6.1.2	<i>Assets & Liabilities See Appendix</i>	19
6.2	VALUE OF BUSINESS ASSETS CURRENTLY OWNED	19
6.3	RESOURCE REQUIREMENTS	20
6.3.1	<i>List Of Equipment, Fittings And Tools Required.</i>	20

6.3.2	<i>Start Up Expense Items For Business Operations</i>	3
6.4	BUSINESS START UP COSTS	20
6.5	SOURCES OF FINANCE	21
6.6	PRICING POLICY & RATIONALE	21
6.6.1	<i>Calculation Of An Hourly Rate For A Service Provider:</i>	22
6.6.2	<i>Calculation Of A Mark Up For A Retailer:</i>	22
6.6.3	<i>Calculation Of A Sale Price For A Manufacturer</i>	22
6.7	SALES/FEES PROJECTIONS	22
6.8	CASH FLOWS	23
6.8.1	<i>Cashflow Statements</i>	23
6.8.2	<i>Explanatory Notes For Cashflow Statements</i>	23
6.9	PROFIT AND LOSS	23
6.9.1	<i>Profit & Loss Statements Appendix</i>	23
6.9.2	<i>Gross Profit & Net Profit For Business</i>	23
6.10	BALANCE SHEETS APPENDIX	24
6.10.1	<i>Initial Balance Sheet</i>	24
6.10.2	<i>Balance Sheet For Year 1</i>	24
6.10.3	<i>Balance Sheet For Year 2</i>	24
6.10.4	<i>Working Capital</i>	24
6.11	TAXATION	25
6.12	RATIO ANALYSIS AND BREAKEVEN	26
6.12.1	<i>Profitability Ratios</i>	26
6.12.2	<i>Liquidity Ratios</i>	26
6.12.3	<i>Analysis</i>	27
6.12.4	<i>Breakeven</i>	27
7	MANAGEMENT PLAN	28
7.1.1	<i>Time Control</i>	28
7.1.2	<i>Quality Control</i>	28
7.1.3	<i>Efforts And Results</i>	28
7.1.4	<i>Cost Controls</i>	28
7.1.5	<i>Debt Control Strategy</i>	28
7.1.6	<i>Budget Lines</i>	28
8	OPERATIONS PLAN	29
8.1	OCCUPATIONAL HEALTH AND SAFETY	29
8.1.1	<i>Aims of O H & S in the workplace</i>	29
8.1.2	<i>O.H. & S. Responsibilities</i>	29
8.1.3	<i>O.H. & S. Procedures</i>	29
8.1.4	<i>O. H. & S. Monitoring/Staffing</i>	29
8.1.5	<i>Financial Allocations for O. H. & S.</i>	29
8.2	HUMAN RESOURCE MANAGEMENT	29
8.2.1	<i>Key functions</i>	29
8.2.2	<i>Tasks</i>	29
8.2.3	<i>Resumes of personnel</i>	29
8.2.4	<i>Identify the Skills & Competencies required for the successful running of your Business</i>	29
8.3	MONITORING & PLANNING	29
8.3.1	<i>Operational Benchmarks</i>	30
8.3.2	<i>Operational Requirements For Performance</i>	30
8.3.3	<i>Production/Service Scheduling</i>	30
8.3.4	<i>i) Strategies For Increased Demand</i>	30
8.3.5	<i>Rationale For Scheduling Methods</i>	30
8.3.6	<i>Maintenance Plan</i>	30
8.3.7	<i>Systems for Monitoring and Recording of Key Performance Areas</i>	30
8.3.8	<i>Monitoring External Business Environment</i>	30
9	BUSINESS DEVELOPMENT	31
9.1	GOVERNMENT SUPPORT AND ASSISTANCE PROGRAMS	31
9.2	NETWORKS AND INDUSTRY INFORMATION	31
9.3	PERSONAL AND PROFESSIONAL CONTACTS	31
9.4	“TO DO” DIARY	32

1 BUSINESS OVERVIEW.

1.1 Business Name

1.2 Brief description of business

1.3 Business Location

1.4 Relevant background / experience

1.5 Market evidence / research undertaken

1.6 Target Market

1.7 Competitive advantage

1.8 Marketing Strategy to be employed

1.9 Pricing method and Breakeven

1.10 Industry pricing policy

1.11 Financial Plan

PROJECTED CASH FLOWS	YEAR 1	YEAR 2
Total Receipts	\$	\$
Cost of Goods Sold	\$	\$
Total Payments	\$	\$
Total (Receipts less Payments)	\$	\$
Estimated Tax Savings	\$	\$
Opening Bank Balance	\$	\$
Closing Bank Balance	\$	\$

BUDGETED PROFIT & LOSS	YEAR 1	YEAR 2
Total Receipts	\$	\$
Cost of Goods Sold	\$	\$
Total Expenses	\$	\$
Net Profit before Tax	\$	\$
Less Tax	\$	\$
Net Profit after Tax	\$	\$

1.12 Strengths

Weaknesses

2 PERSONAL BACKGROUND STATEMENT

(½ to 1 page)

3 GOALS & OBJECTIVES

Goals & Objectives should be Specific, Measurable, Achievable, Relevant and Timetable.

3.1 Business Goals & Objectives For The Next 12 Months

3.2 Business Goals & Objectives For The Next 2 Years

3.3 Financial Goals & Objectives for the Next 12 Months.

3.4 Financial Goals & Objectives For The Next 2 Years

4 MARKETING PLAN

4.1 Market Analysis

Define the objectives of your research

Sources of information	Information required
Primary Sources:	
Secondary Sources:	

4.1.1 Statement of Research Undertaken

Analyse & document the results of your research.

State the recommendations and conclusions drawn from your research.

(At least half to one page)

4.1.2 Statement Of Product /Service Testing In The Market Place.

	Date	Name	Amount (\$'s)
Past (Last 2-3months)			
Present			
Future			

Attach Letters of Intent, Orders, Contracts, Invoices etc as an Appendix

4.1.3 Description of Your Product/Service and how it benefits the customer

4.1.4 SWOT Analysis – *Business and Personal*

		STRATEGIES
S		
W		
O		
T		

4.2 Market segmentation

4.2.1 Marketing Environment

ECONOMIC FACTORS

SOCIAL

TECHNICAL

POLITICAL

LEGAL

SEASONAL / CLIMATIC

4.2.2 Broad Potential Market

4.2.3 Description of Market Segments

4.2.4 Target Markets

4.3 Customer Details

Describe:

- Customer Profile
- Buyer Motives
- Buyer Decision Making Process

Target Market 1

Demographic	
Geographic	
Psychographic	
Buyer Motives	
Buyer Decision Making Process	

Target Market 2

Demographic	
Geographic	
Psychographic	
Buyer Motives	
Buyer Decision Making Process	

Target Market 3

Demographic	
Geographic	
Psychographic	
Buyer Motives	
Buyer Decision Making Process	

4.4 Market Details

Support your earlier descriptions using facts & figures obtained from your market research

Describe:

- Market size
- Market share
- Market trends
- Sales predictions

4.5 Competitor Analysis

4.5.1 Major Competitors

4.5.2 Competitor SWOT Analysis

Give an overview of your Competitors' major Strengths & Weaknesses

		STRATEGIES
S		
W		

4.5.3 Area of Differentiation/Market Niche

4.5.4 Positioning Implementation Plan

4.6 Marketing Strategy

4.7 Marketing Mix

4.7.1 Description of the product(s) / service(s) lifecycle

4.7.2 Pricing Strategy

Show the actual \$ price of your product/service(s)

Description of Pricing Strategy

Pricing tactics

Evaluation of Pricing Management.

4.7.3 Place/Location

Description of the location selected for your business.

Physical Layout of the Premises

Distribution/Sales

Distribution/sales channels

Distribution/sales means

4.7.4 Product/Service Mix

Product/service marketing features

Target Market	Actual Product/Service Features	Core/Benefits	Augmented
Target market 1			
Target Market 2			
Target market 3			
etc			

Product/Service Mix

Product/Service	Price	%

4.7.5 Promotion And Advertising

Image

Methods of Promotion

Seasonal Promotional Strategies, Industry and Networking Events

	ITEM	STRATEGY
JAN		
FEB		
MAR		
APR		
MAY		
JUN		
JUL		
AUG		
SEP		
OCT		
NOV		
DEC		

Explain how you will incorporate the product/service features and benefits in your promotional / advertising activities.

Specialist Sources of Advice

Legal Aspects of Advertising

Samples Of Promotional Materials

4.8 Customer Service/Customer Relations Policy

4.8.1 Customer Service Areas and Provision

Customer Service Areas	Policy
etc	

4.8.2 Customer Payment Provision:

Terms of Payment

Methods of payment accepted e.g. EFTPOS, credit card etc

Warranties

Follow-up

Refunds>Returns

4.8.3 Customer Complaints

5 LEGAL ASPECTS

5.1 Structure

Business Name Registration And Number

Business Structure

Rationale For Business Structure

5.2 Insurances

5.3 Government Regulations/Licenses

5.4 Contracts

6 FINANCIAL PLAN

6.1 Statement of Personal & Financial Position

6.1.1 Income & Expenditure See Appendix

6.1.2 Assets & Liabilities See Appendix

6.2 Value of Business Assets Currently Owned

ITEM	\$
TOTAL	0

6.3 Resource Requirements

6.3.1 List Of Equipment, Fittings And Tools Required.

ITEM	\$	Date *
Tools of the trade		
Office Furniture & Equipment -:		
- Desks		
- Chairs		
- Computers		
- Fax, telephone		
Motor Vehicle/s		
Plant & Equipment		
Fixtures & Fittings		
- Counters		
- Racks, shelving		
- Storage		
TOTAL	\$	

6.3.2 Start Up Expense Items For Business Operations

ITEM	\$	Date *
Business Name Registration		
Insurance		
Initial Stock		
Licences & Permits		
Advertising & Promotion		
Printing & Stationery		
Lease/bond		
TOTAL	\$	

* **Note** - Highlight items where purchase/payment may be delayed until a later time
 - Show in Cashflow

6.4 Business Start Up Costs

Capital (Equipment)

Initial (Expenses)

Shortfalls of Cash

TOTAL \$ _____.

6.5 Sources Of Finance

6.6 Pricing Policy & Rationale

6.6.1 Calculation Of An Hourly Rate For A Service Provider:

6.6.2 Calculation Of A Mark Up For A Retailer:

6.6.3 Calculation Of A Sale Price For A Manufacturer

6.7 Sales/Fees Projections

6.8 Cash Flows

6.8.1 Cashflow Statements

PROJECTED CASH FLOWS	YEAR 1 See Appendix	YEAR 2 See Appendix
Total Receipts	\$	\$
Cost of Goods Sold	\$	\$
Total Payments	\$	\$
Total (Receipts less Payments)	\$	\$
Estimated Tax Savings	\$	\$
Opening Bank Balance	\$	\$
Closing Bank Balance	\$	\$

6.8.2 Explanatory Notes For Cashflow Statements

6.9 Profit And Loss

6.9.1 Profit & Loss Statements

Appendix

BUDGETED PROFIT & LOSS	YEAR 1	YEAR 2
Total Receipts	\$	\$
Cost of Goods Sold	\$	\$
Total Expenses	\$	\$
Net Profit before Tax	\$	\$
Less Tax	\$	\$
Net Profit after Tax	\$	\$

6.9.2 Gross Profit & Net Profit For Business

	Yr1	Yr2
Gross Profit	\$	\$
Net Profit Before Tax (NPBT)	\$	\$
Net Profit After Tax (NPAT)	\$	\$

6.10 Balance Sheets

Appendix

6.10.1 Initial Balance Sheet

Proprietorship	=	\$
Total Assets	=	\$
Total Liabilities	=	\$

6.10.2 Balance Sheet For Year 1

Proprietorship	=	\$
Total Assets	=	\$
Total Liabilities	=	\$

6.10.3 Balance Sheet For Year 2

Proprietorship	=	\$
Total Assets	=	\$
Total Liabilities	=	\$

6.10.4 Working Capital

	<u>Year 1</u>	<u>Year 2</u>
Total Current Assets	\$	\$
<i>Minus</i> Total Current Liabilities	\$_____	\$_____
	\$_____	\$_____

Working Capital is positive. This indicates that the business can meet its most urgent debts as they fall due. Working Capital will be monitored on a regular monthly and quarterly basis.

6.11 Taxation

Taxation Obligations

Taxation records

Taxfile details

TFN :

ABN / GST

Payments

Year 1 \$. \$ per month has been provided.

Year 2 \$. \$ per month has been provided.

6.12 Ratio Analysis And Breakeven

6.12.1 Profitability Ratios

	Yr 1	Yr 2
a) Gross Profit Ratio (Not applicable to Service providers)		
$\frac{\text{Gross Profit}}{\text{Sales}} \times 100 =$	%	%

This ratio indicates the amount of gross profit made for every dollar of goods sold i.e. The percentage of sales revenue available for meeting "other" expenses.

b) Net profit ratio

$\frac{\text{Net Profit after Tax}}{\text{Total Receipts}} \times 100 =$	%	%
--	---	---

This ratio calculates the percentage of sales revenue which is profit available for distribution to the Owner.

c) Return on Investment Ratio

$\frac{\text{Net Profit after Tax}}{\text{Proprietorship}} \times 100 =$	%	%
--	---	---

This ratio indicates the earning power of the funds invested in the business by the owner/s. This percentage should be compared with the return the proprietor could get elsewhere taking into account time and effort and risk.

6.12.2 Liquidity Ratios

	Yr 1	Yr 2
a) Quick Asset or Liquid Ratio		

$$\frac{\text{Total Current Assets} - (\text{Stock \& Prepayments})}{\text{Total Current Liabilities} - \text{Overdraft}} =$$

This ratio measures the ability of the business to meet its most urgent and immediate debts.

b) Working Capital Ratio

$$\frac{\text{Total Current Assets}}{\text{Total Current Liabilities}} =$$

This ratio indicates the ability of the business to meet its short term debts (i.e. less than 12 mths)

c) Proprietary Ratio	Yr 1	Yr 2
$\frac{\text{Proprietorship}}{\text{Total Assets}} \times 100 =$	%	%

This ratio measures the extent to which the business relies on borrowed funds compared with owner/s funds to finance operations.

6.12.3 Analysis

Comparison of Ratios to industry benchmarks/standard

Previous Period Ratios (Monthly, Quarterly, Annually)

6.12.4 Breakeven

7 MANAGEMENT PLAN

7.1.1 Time Control

7.1.2 Quality Control

7.1.3 Efforts And Results

7.1.4 Cost Controls

7.1.5 Debt Control Strategy

7.1.6 Budget Lines

(Copy & paste tables from 6.8.1 & 6.9.1 and then comment)

Cashflows and P&Ls will be monitored Monthly and Quarterly. Budgets will be compared to Actuals. Strategies will be implemented to ensure goals and objectives are met.

8 OPERATIONS PLAN

8.1 Occupational Health And Safety

8.1.1 Aims of O H & S in the workplace

8.1.2 O.H. & S. Responsibilities

8.1.3 O.H. & S. Procedures

8.1.4 O. H. & S. Monitoring/Staffing

8.1.5 Financial Allocations for O. H. & S.

8.2 Human Resource Management

8.2.1 Key functions

8.2.2 Tasks

8.2.3 Resumes of personnel

8.2.4 Identify the Skills & Competencies required for the successful running of your Business

8.3 Monitoring & Planning

8.3.1 Operational Benchmarks**8.3.2 Operational Requirements For Performance****8.3.3 Production/Service Scheduling****8.3.4 i) Strategies For Increased Demand****ii) Strategies to Reverse Falling Business Activity****8.3.5 Rationale For Scheduling Methods****8.3.6 Maintenance Plan****8.3.7 Systems for Monitoring and Recording of Key Performance Areas**
FinancialNon-Financial**8.3.8 Monitoring External Business Environment**

9 BUSINESS DEVELOPMENT

9.1 Government Support And Assistance Programs

9.2 Networks And Industry Information

9.3 Personal And Professional Contacts

APPENDICES)

A.

B.

C.

D.

E.

F.

G.

H.

I.

J.

K.

L.

M.

N.