**[YOUR BUSINESS LOGO]**

[Your Name]

[Your title]

[Business Name]

[Business address]

**ABN:** [ABN]

**ACN:** [ACN]

[YOUR BUSINESS NAME]

**Business Plan**

Prepared: [Date prepared]

**Business plan  
summary**

BUSINESS SUMMARY

Your business summary should provide an overview of your business and its operations. It should explain what you do, how you do it, and why these funds can help make your business more successful.

**The Business**

**ACN:** [*Registered Australian company number, if applicable.*]

**Business location:** [*Main business location*]

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

**Business owner(s):** [*List all of the business owners.*]

**Relevant owner experience:** [*Outline your experience and/or years in the industry and any major achievements/awards.*]

**The Opportunity:** provide an explanation of the problem you are trying to solve. Are you disrupting an existing business, fulfilling a gap in the market or plan on developing a new product/service?

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

**Business Model:** how do you intend to make money and what are the likely profits.

**Funding:** Are you using cash, seeking investors or requiring bank funding.

**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?*]

**Values:** List the important values for your business and why they are important to you.

**The Finances**

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?]*

[*Outline how much profit you intend on making in a particular timeframe. Be clear on how much upfront investment you will need, the ongoing investment and the potential long-term investment required to maintain this solution. You should also outline what portion you will be seeking from other sources and how much of your own money you are contributing towards the business.*

*Cash Flow: cash flow is the bedrock for every business. It will ultimately determine if the venture is successful or not. Complete a detailed cash flow forecast to identify all likely revenue and expenses the business will incur. It is important to understand the timing of revenue and expenses. For example, your invoices may not be paid for several months. This can create a considerable strain on your business’ cash flow and you should know exactly how the business will overcome these periods. Does your funding plan accommodate shortfalls?*

*Break-even: identify the revenue required to cover your expenses. This breakeven point will make it clear to all involved what is needed to ensure a sustainable business.*

*Remember to base your forecasts on a ‘base case’ assumptions and to aim much higher. This will help eliminate surprises and give you the highest probability of building a successful business!*

BUSINESS VALUE

How do these funds directly benefit your business? Here you should also show exactly how these upgrades will deliver results that will grow your business potential.

POTENTIAL RISK IF NOT UNDERTAKEN

What are the potential risks or losses for your business if it does not receive funding?

IMPACT

What do you hope to achieve by allocating this funding to your business? Include any relevant KPIs that you think are realistic – and that can be shown to be a direct result of the digitisation of your business.

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

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

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.]

MANAGEMENT & OWNERSHIP

**Names of owner(s):** [*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?*]

**Current employees**

[*List current employees in the table below.*]

|  |  |  |  |
| --- | --- | --- | --- |
| **Job Title** | **Name** | **Expected employee turnover** | **Skills or strengths** |
| [*e.g. Marketing/ Sales Manager*] | [*Mrs Sarah Anderson*] | [*12-18 months*] | [*Relevant qualifications in Sales/Marketing. At least 6 years experience in the industry.* |
| [*e.g. Marketing/ Sales Manager*] | [*Mr James Brady*] | [*12-18 months*] | [*Relevant qualifications in Sales/Marketing. At least 5 years experience in the industry.* |

RESOURCING

**Required employees**

[*List your required employees in the table below.*]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Job Title** | **Quantity** | **Expected employee turnover** | **Skills necessary** | **Date required** |
| [*e.g. Assistant*] | [*1*] | [*2-3 years*] | [*Relevant qualifications in Office Management. At least 2 years experience.*] | [*Month/Year*] |
| [*e.g. Assistant*] | [*1*] | [*2-3 years*] | [*Relevant qualifications in Office Management. At least 2 years experience.*] | [*Month/Year*] |
| [*e.g. Assistant*] | [*1*] | [*2-3 years*] | [*Relevant qualifications in Office Management. At least 2 years experience.*] | [*Month/Year*] |
| [*e.g. Assistant*] | [*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 employees? Advertising in the local paper, online advertising, and/or training current team 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 employees are maintained? Do you have an appropriate allocation of responsibilities? How are responsibilities documented and communicated to employees? What internal processes will you implement to regularly check that the current skills of team members are still appropriate for the business?*]

THE MARKET

[Provide statistical research you have completed to help you analyse your market. Did you use a survey/ questionnaire? Copy and paste relevant anecdotes to the back of this plan.]

INDUSTRY ANALYSIS

[Is your industry experiencing population growth? Are there seasonal variations? What is the size of the market? What recent trends have emerged? What growth potential is available and where does your business fit in?] Include competitors.

**Competitors:** *Who are your competitors, how do they price their service/product and how does your offer differ?*

YOUR CUSTOMERS

[Identify your key customers. How do you plan to target your products/ services to them?]

[How will you maintain a positive relationship with your customers? What techniques and platforms will you use to reach them and keep them coming back? Do you follow any codes of customer service practice?]

S.W.O.T ANALYSIS

[*List 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** |
| *[e.g High traffic location]* | *[e.g High rental costs]* |

|  |  |
| --- | --- |
| **Opportunities** | **Threats** |
| *[e.g build on customer and brand loyalty]* | *[e.g Cash flow problems]* |

**Exit Strategy:** If you are seeking investors for your business they will want to see a return on their investment. Make it clear when and how much money they are likely to receive. If you intend to retain the business, please ignore this section.

THE FUTURE

[What is your business’ vision statement? This section should briefly outline your future plan for the business and include your business goals.]

[What is your business’ mission statement? For example, how will you achieve your vision?]

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

TIMELINE

Your timeline should explain how long it will take to implement your plan, and how long you expect it will take to see the results. When do you forecast to break-even?

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

LIMITATIONS & FUTURE PROOFING

Does the outlined solution have any limitations or constraints to be considered? Is this solution viable long term, or will it require maintenance or updates? List and justify your growth assumptions – are they reasonable?

SUPPORTING DOCUMENTATION

[Attached is a supporting documentation in relation to the business plan.]

Attached any relevant documents:

* [List all attachments here. These may include resumes, referral letters, survey/ questionnaires, inventory lists and/ or financial documentation.]