

Business Plan

Your business name:

Author name:

E-mail address:

Phone Number:

Date:

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1.0 Summary

1.1 Executive Summary

Provide a brief summary about your business - complete this section last.

Describe your business?

What does it offer and to who?

Why do people need this product/service (what problem does your business solve?)?

Main marketing activities

Describe how your business will operate in the first 12 months?

Profit and Loss Projection	Gross Profit	Net Profit
Year 1		
Year 2		

1.2 Vision

A vision statement describes the WHY behind your business. Try to answer this question: If the business were to achieve all its goals, what would it look like 5 years from now? An effective vision statement is inspirational and aspirational.

[Example] Lawn and Order aims to help time-poor professionals and retirees maintain spectacular looking gardens for years to come.

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1.3 Mission Statement

A mission statement is the HOW and WHAT actions you will take to achieve your Vision.

[Example] Lawn & Order is a premier mowing and gardening company dedicated to providing high-quality yard maintenance servicing the greater Albany region. We endeavour to operate in a friendly, reliable and safe working manner. We foster long term customer relationships, with customer centric service as the core philosophy underpinning our business, allowing us to generate repeat business.

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1.4 Goals

What do you want to achieve in your business? Include your marketing objectives, financial objectives and operational objectives here.

[Example] Have at least 10 repeat (2 or more visits) clients by August 2023.

Business Goal 1:	
Business Goal 2:	
Business Goal 3:	

1.5 Objectives

Your objectives are your smaller, more descriptive steps to achieving the above goals. Make sure they're SMART! (Specific, Measurable, Achievable, Realistic and Timely)

For Example: In order to achieve the goal of having 10 repeat clients by August, some objectives may be: -

- Hand out free fridge magnets to all customers with my details*
- Offer a 5% discount if they decide to book our service again*
- Upon completion of work, seek to book in another appointment at a future date*

Objectives for Business Goal 1:	
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Objectives for Business Goal 2:	
Objectives for Business Goal 3:	

1.6 Business Culture

List the attributes that are important to you within your business, that you feel are necessary to achieve your goals.

Attribute	Why it's important to your business
Attribute 1	
Attribute 2	
Attribute 3	

2.0 Business Owner details

Full Name	
Business Address <i>i.e. 5 Green St, Bullsbrook WA 6754</i>	
Business Mobile Number	
Business Email Address	

2.1 Abilities and Skills

List the abilities and skills required in the following 3 areas of your small business:

	1. Technical	2. Managerial	3. Personal
Skill 1			
Skill 2			
Skill 3			

2.2 Qualifications

List your previous qualifications and work experience relevant to your business:

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3.0 Small Business Details

3.1 Business Idea

In a couple of sentences, describe what your business will do

What do you sell?	
Who do you sell to?	
Where do you sell?	

3.2 ABN/ACN

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3.3 Business Name

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3.4 Business Address

(Please put down the full address, this may be same as your own address if you work from home.)

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3.5 Business Structure

Please tick one

<input type="checkbox"/>	Sole Trader
<input type="checkbox"/>	Company
<input type="checkbox"/>	Partnership
<input type="checkbox"/>	Trust

3.6 Business Premises

Please tick relevant box(es)

<input type="checkbox"/>	Mobile
<input type="checkbox"/>	Home Office
<input type="checkbox"/>	Commercial Lease
<input type="checkbox"/>	Other (Explain)

3.7 Layout and Equipment in Office or Business Premises

You can insert a photo of your home office otherwise draw a floor plan. Remember to also describe the workspace layout in a couple of sentences.

[Example] A steel tray ute with attached trailer will be used to service the homes. I will keep the tools and equipment locked securely in the tray of the ute and the lawn mowers fastened on the trailer.



4.0 Market Research

4.1 Industry trends

What is the current state of your industry and where are the opportunities for growth?

How might these trends impact your business?

Please list the sources of where you have obtained the information (e.g. Website links)

4.2 Market Research Undertaken

Answer questions such as....

Who are the people buying your type of product/ service?

What do they want?

Why do they need it?

Where do they prefer to buy?

What is the typical price range people are prepared to pay?

Secondary Research

(Gathering information from statistics, reports, articles, review sites)

Primary Research

(demonstrate you have gathered direct feedback from your target market via an online survey, Facebook poll, focus group, interview etc.)

Describe the research methods you used, how many people you surveyed and what you have learned from the responses gathered.

4.3 PESTEC Factors

Describe the external factors that will influence your business operations. These can be both positive or negative impacts on your business, so you need to explain how you will take advantage of the opportunities and minimise the threats.

Political	
Economic	
Socio-cultural	

Technological	
Environmental	
Competition	

5.0 Customers

5.1 Ideal Customer

Describe your ideal clients. Try to imagine their needs/motivations and lifestyle preferences

Ideal Customer 1	
Demographics	Description
Age/gender	
Ethnicity	
Job Type	
Income	
Marital status	
Location	
Level of Education	
Attitudes	
Lifestyle	

Ideal Customer 2	
Demographics	Description
Age/gender	

Ethnicity	
Job Type	
Income	
Marital status	
Location	
Level of Education	
Attitudes	
Lifestyle	

5.2 Customer Experience

How do you intend to reach and keep your ideal customers? List the things that you will do.

Strategy 1	
Strategy 2	
Strategy 3	

6.0 Competitors

6.1 Core Competitor

List your top 3 competitors, their location and a brief explanation of each of them. Include a link to their websites too.

Competitor 1	
Competitor 2	
Competitor 3	

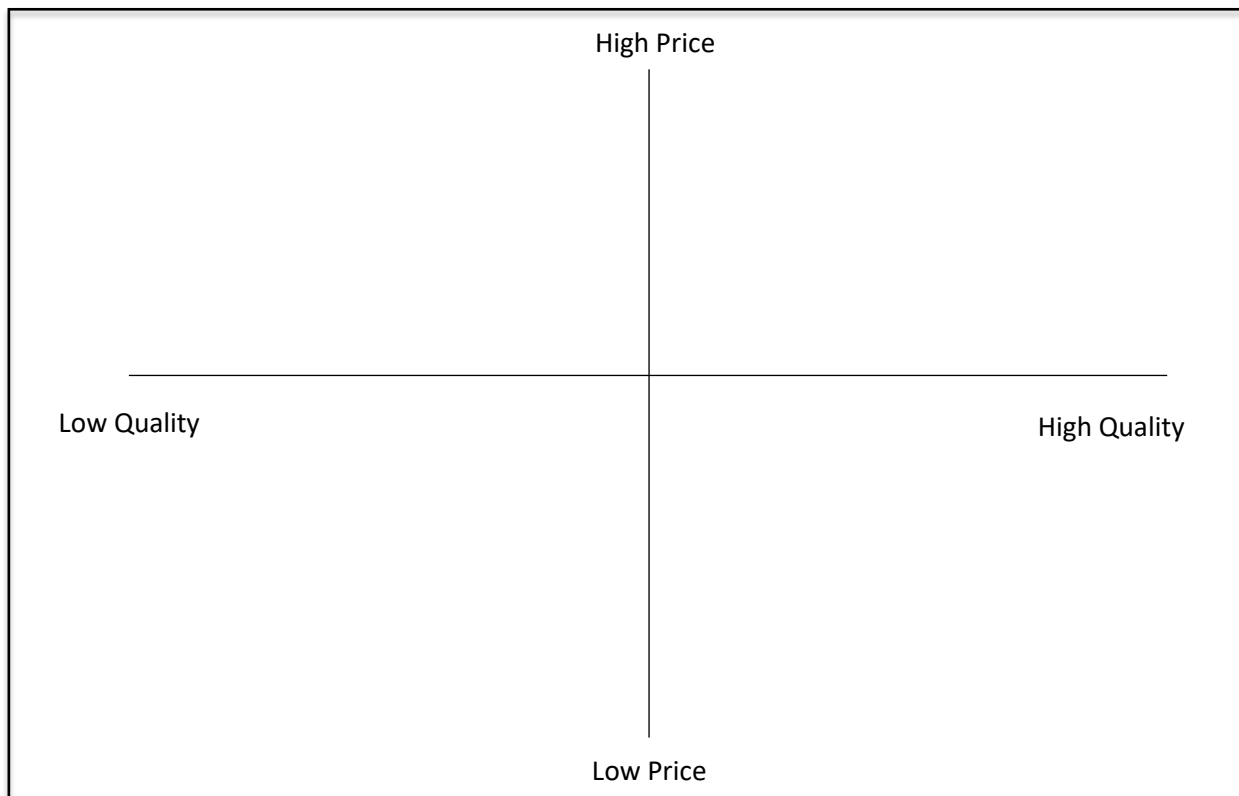
6.2 Business Opportunities and Threats

Analyse the areas where your competitors are strong and weak, to find opportunities for your business and to also identify and minimise threats.

	Competitor 1	Competitor 2	Competitor 3
Strengths			
Weaknesses			
Opportunities for your business			
Threats to your business			

6.3 Positioning Map

Insert circle shapes and label them to represent your competitors and your own business on the positioning map below.



6.4 Actions

Using your Competitor SWOT analysis and the positioning map, highlight the key actions you need to make in the next 12 months to capitalize on your competitors' weaknesses, your opportunities and minimizing your threats.

7.0 Products & Services

7.1 Products &/or Services Details

Describe the features and benefits to your customers of each of your products/ services.

Product or Service	Features	Benefits	Price
<i>[Example]</i> Iphone	<i>6" screen, easy to read large font, multiple communication functions, range of colours</i>	<i>Make phone calls, send text messages, connect to internet, communicate/work on the go</i>	<i>\$870</i>
Product 1			
Product 2			
Product 3			

7.2 Future Products & Services

When discussing future expansion plans, it is useful to mention what products/ services you're planning on developing in the future.

Product or Service	Features	Benefits
Future Product 1		
Future Product 2		

7.3 Future Markets

Possible opportunities for expansion – New target audience, new location etc.

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7.4 Branding

What is your business slogan?

Describe your business logo

8.0 Marketing and Promotion

8.1 Online Marketing

Complete the categories that are applicable to your business

Type	WHY and HOW you will use it
Facebook	
Instagram	
LinkedIn	

Twitter	
YouTube	
Email Marketing	
Search Engine Marketing	
Gumtree	
Hi-Pages	
Other	

8.2 Offline Marketing

Only complete the categories that are applicable to your business

Type	WHY and HOW you will use it
Print Advertising	(Specify magazine, newspaper, brochure etc)

Create a memorable customer experience to encourage word of mouth referrals	
Networking	
Radio	
Other	

8.3 Marketing Action Plan for First 12 months

Month	Marketing Activities	Cost	How will you know if it's effective?
Enter your business start month			

9.0 Distribution

9.1 Method of Distribution

How will you get your products/services to your customers? Will it be direct or indirect distribution?

Distribution Method	Why and how you will use it
Method 1	
Method 2	
Method 3	
Method 4	

10.0 Legal requirements/policies & procedures

10.1 Licensing Requirements

Type of License	Governing Body	Cost	Obtained?
Western Australian Driving Licence	Department of Transport WA	\$77.20 + \$42.50 per year	Yes
Licence 2			
Licence 3			
Licence 4			
Licence 5			

10.2 Insurance

Type of Insurance	Insurer	Cost
Public Liability		
Insurance 2		
Insurance 3		
Insurance 4		
Insurance 5		

10.3 Security Issues

Physical Security – how will you keep your business premises/ vehicle safe?	
Data/Cyber Security – how will you maintain security and privacy when operating online?	

10.4 Workplace Health and Safety Issues/Requirements

Full details relevant to your industry.

10.5 Policies and Procedures

What policies and procedures would you like yourself and others to adhere to in your business?

Explain why it's important to have this policy/ procedure.

Consider a policy for late payments, appointment cancellations, customer privacy, handling of complaints.

10.6 Legal Requirements of Your Business

Legal requirements are not just things that you have to do by law, but they can protect you from any unexpected surprises. Will you need to arrange any of the following?

- *Employment agreement*
- *Lease agreements*
- *Contracts*
- *Licenses, Permits, Certificates*

What regulatory requirements apply to your business?

(E.g. The Privacy Act 1988, Food Act 2008 and Food Regulations 2009, Australian new Zealand Food Standards Code, Planning and Development Act 2005)

Fill in the appropriate information for your business. DO NOT just write N/A, explain why your business will or won't require the following.

Requirements	Description	Cost <i>(If applicable)</i>
Council Approval Requirements		
Employment Agreements		
Lease Agreements		
Contracts		
Licences, Permits, Certificates		
Regulatory requirements if applicable <i>(Legislation, regulations, industry codes of practice, associated standards)</i>	Requirement: How does this apply to the business: Information source:	
Other		

10.7 Contingency Plans

What happens if there are unforeseen circumstances that disrupt your business? What will you do if you get sick /injured or decide to go on holiday? Please list at least 1 internal and 1 external risk. Prioritize the risk from 1 – 5 (1 being the most important and likely to happen, 5 least likely)

Prioritize the risk (1-5)	Internal/ External risk	Possible conflicts or risks	Contingency Plan

11.0 Operations Management

11.1 Organisational Structure

Name	Role	Responsibilities
You		
Person 1		
Person 2		
Person 3		

11.2 Production Process/ Customer Journey

Describe how you make your product. Describe the steps used to deliver the service to your customers. How do you attract leads and convert them into sales?

Step 1	
Step 2	
Step 3	
Step 4	

11.3 Resource Acquisition

Please ensure you include at least 1 digital resource (e.g. software/ website/ payment terminal) and 1 non-digital resource (clothing, equipment, tools, stock, vehicle) in this section.

Resource	How I will acquire it
Resource 1	
Resource 2	
Resource 3	

11.4 Professional Development

What skills or information are important for your business to remain competitive? How will you keep up to date on these skills?

[Example] In the future I would like to attend a conference on waste management

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11.5 Monitoring performance

What steps will you take to monitor the quality of the products or services?

Steps	How does this monitor quality of product/ service

12.0 Financials

12.1 GST Registration

<input type="checkbox"/>	Will your business be registering for GST?
<input type="checkbox"/>	No, revenue is not expected to exceed \$75,000 until second year of operation

12.2 Assumptions Used in Financial Projections

Go through each financial table and write down any financial information that requires further explanation. *E.g. On the Sales Revenue sheet, I am expecting sales of t-shirts to double in the second year of operation.*

Financials	Further Information
1 - Personal Income/ Expenses	
2 - Personal Net Worth	
3 - Sales Revenues	
4 - Business Operating Expenses	
5 - Establishments and Capital Costs	
6 - Profit and Loss Statement <i>(Discuss the financial viability of the business i.e. The business will be able to cover it's own expenses as well as a sufficient income for the business owner)</i>	

12.3 Loan Requirements

Specify how much and from where you will acquire the loan. If Applicable

How much?	Where from?

12.4 Payment Terms

What different payment options will you offer? What will be your terms of payment (i.e. cash on delivery or 14 days?) What will your policy be for late payments?

Payment Options	
Terms of payment	
Policy on Late Payment	

12.5 Monitoring Business Finances

How will you keep track of your business finances and what reporting requirements will you need to adhere to?

[Example} Xero accounting system, PAYG, SEA quarterly income statement

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Business contacts list

List any suppliers, strategic alliances, collaborators and other important relationships for your business. Please ensure you include the name of an accountant or bookkeeper you can contact if you need assistance with completing your Tax/ GST reporting.

Contact	Name	Phone	Email
Accountant / Bookkeeper			
Lawyer			
Supplier			
Supplier			
Business Advisor			