**[*INSERT YOUR BUSINESS LOGO*]**

 [*Business name*]

Business plan

[*Your name*]

[*Your position*]

[*Business name]*

[*Main business address*]

[*Website*]

[*Telephone*]

**ABN:** [*ABN*]

**ACN:** [*ACN*]

**Prepared:** [*Date prepared*]

## Risk assessment

|  |  |  |  |
| --- | --- | --- | --- |
| **Risk description** | **Likelihood** | **Impact** | **Strategy** |
| *[Description of the risk]* | [*Highly likely, likely, possible, unlikely, highly unlikely]*  | [*High, medium, low*] | [*What actions will you take to minimise the potential risk to your business?*] |
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## Competitor analysis

 *[List at least 5 competitors in the table below.]*

| Competitor | Established date | Size | Market share (%) | Value to customers | Strengths | Weaknesses |
| --- | --- | --- | --- | --- | --- | --- |
| [*Competitor name*] | [*When were they established?*] | [*Estimated number of staff and/or turnover*] | [*Estimated percentage of market share*] | [*Unique value to customers. For example, is it convenience, quality, price or service?*] | [*What are their main strengths?*] | [*What are their main weaknesses?*] |
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# Operating strategy

## Location and premises

|  |  |
| --- | --- |
| **Description of premises** | Description of location: |
|  | Zoning: [*information available from local government*] |
|  | Pedestrian traffic: |
|  | Parking: |
|  | Future developments: |
| **Leasing arrangements** | Rent: |
|  | Lease outgoings: |
|  | Lease term: [*date from and to*] |
|  | Managing agent/landlord: |
|  | Contact person/phone/email: |
| **Home-based business** | Part of house being used: |
|  | Future growth plans: |

*[Note: Attach a floor plan of your business premises with your supporting documentation.]*

## Plant and equipment

[*List all plant and equipment you require or already have for your business, including vehicles, equipment, furniture, phones, supplies etc.*]

|  |  |  |  |
| --- | --- | --- | --- |
| **Plant and equipment list** | **Purchase date** | **Purchase price** | **Lease cost total (12 months)** |
| [*eg. computer*] | [*01 Jan XXXX*] | [*$1,800*] | [*$0*] |
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**Inventory**

[*List the current inventory required to produce your product or service. If you have a lot of inventory you may consider attaching the full list to this business plan.*]

|  |  |  |  |
| --- | --- | --- | --- |
| **Item** | **Unit price** | **Quantity** | **Total cost** |
| [*eg. A4 notepads*] | [*$4.50 ea*] | [*50 units*] | [*$225*] |
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## Major suppliers

[*List details of your major suppliers*]

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| --- | --- | --- | --- |
| **Supplier** | **Contact details** | **Goods/services supplied** | **Terms of trade** |
| [*eg. Browns of Balga*] | [*T: 08 xxx xxxx**E: browns@....*] | [*All basic fruit and vegetable requirements*] | [*Payment within 7 days by EFT*] |
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## Environmental strategy

[*List what you will do or plan to do to minimise the impact of your business on the environment, whether required by legislation or regulations, or through necessity or choice. Examples may include choosing a location that can be accessed using public transport, recycling materials, minimising waste, using environmentally friendly products etc.*]

|  |  |
| --- | --- |
| **Actions** | **Target** |
| [*Reduce power consumption by turning off all lights and computers when not in use.*] | [*30% reduction*] |
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## Human resources

**Key staff**

[*List all current staff including family members who work for the business*]

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| --- | --- | --- |
| **Name** | **Job title** | **Skills/qualifications/strengths** |
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**Required staff**

[*Specify the job roles that you may require in the future*]

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| --- | --- | --- | --- |
| **Job role** | **Quantity** | **Skills required** | **Date required** |
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# Products and services you will be providing

## Overview of products and services

| Product/service | Description | Price range |
| --- | --- | --- |
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##

## Market position:

[*Where do your products/services fit in the market? How do they compare to those of your competitors?*]

## Benefits to customer:

[*How will customers benefit from your products/services?]*

## Pricing strategy

[*Double-click the table below to enter your details or attach your own pricing strategy to this business plan*]

******

[*If you provide services rather than products you should provide your pricing structure, such as your hourly rate or rates for one-off services. Include an explanation of how you determined your fees and charges. Double click on the table below to input your data.*]

**~~~~**

## Distribution system

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  **Channel** | **Product/****services** | **Sales (%)** | **Advantages** | **Disadvantages** |
| [*Retail outlet, online, export, wholesale, etc*] | [*List products/**services to be distributed via this channel*] | *[% of overall sales via this channel*] | [*List advantages of this channel*] | [*List disadvantages of this channel*] |
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## Future plans

[*Provide a brief explanation of any future products or services you plan to introduce. Clearly outline the benefits to your customer and how you plan to manage this growth.*]

## Marketing budget and promotional strategies

[*Outline your promotional strategies such as online, networking, printed material, direct marketing, print advertising, content marketing, public relations, etc. Include the allocated cost or budget for each strategy.*]

| Promotional strategy | Expected business improvement | Cost ($) | Target launch date  |
| --- | --- | --- | --- |
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## Customer service strategy

## [*How will you develop a good relationship with your customers? How will you ensure that they will return to buy from you again? How will you measure customer service levels? How will you record customer details?*]

# Financial strategy

## Financial goals

## [*Outline your financial goals, including profit and sales targets.*]

|  |  |  |
| --- | --- | --- |
| **Financial goal** | **Action required to achieve** | **Due date** |
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## Financial forecasts

## Start-up costs

[*Double-click the table below to enter your details to this business plan.*]





## Operating expenses forecast

[*Double-click the table below to enter your details to this business plan.*]



## Cost of goods sold (COGS)

[*Double-click the table below to enter your details to this business plan.*]



## Sales forecast

[*Double-click the table below to enter your details to this business plan.*]

##

## Cash flow forecast

## Profit and loss statement

[*Provide a summary of your projected profit and loss for at least the first year of operation. If you have an established business, you should include your profit and loss forecasts for the next three years in the appendix of this business plan.*]

|  |  |
| --- | --- |
| **Item** | **Year 1** |
| Sales | $0.00 |
| Gross profit | $0.00 |
| Gross profit margin | 0% |
| Expenses  | $0.00 |
| Net profit | $0.00 |

## Breakeven analysis

[*Double-click the table below to enter your details to this business plan.*]



## Credit management

[*Outline your process for controlling and collecting payments from your clients*]