<INSERT YOUR BUSINESS NAME>

<INSERT BUSINESS ADDRESS>

ABN: <INSERT>

ACN: <INSERT>

**Business Plan**

<Insert Business Name>

Prepared on: <Insert Date>

Version: <Insert Version>

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# Business Details

**Business Name:** Insert your business name.

**Business Structure:** Sole trader, partnership, trust or company?

**ABN:** Insert your ABN number.

**ACN:** Insert your ACN (if applicable).

**Address:** Insert your organisations address/es.

**GST:** Are you registered for Goods and Services Tax?

**Domain names:** Insert domain names that are registered for your organisation.

**Licences & permits:** List any licences or permits you have/require to operate.

# Strategy

## Mission Statement

Insert the mission statement of your organisation.

## Objectives

Insert your business objectives. Ensure the objectives can be measured and consider both short-term and long-term objectives. Consider objectives in the areas of:

* Financial
* Customer
* Safety
* Operational
* Reputational
* Social Impact

# Products and Services

|  |  |  |
| --- | --- | --- |
| Product/Service | Description | Price |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

## Value Proposition

Describe the value or need that your product or service provides to your target market.

## Anticipated Demand

Describe what the anticipated demand is for your product or service. Raw on market research wherever possible.

## Growth Expectations

What is the anticipated growth of your organisation and individual products/services? Consider your growth across a three year horizon and include graphs if possible.

## Market Position

Describe the segment of the market that your products or services fit within. Are they high-end or mass market?

## Pricing Strategy

Describe how you have priced your products. Ensure that the pricing approach aligns to your demand and growth expectations.

## Intellectual Property

Describe how you intend to protect the intellectual property of your products/services.

## Product Warranties

Describe you product warranties and approach.

# Market and Customer Overview

## Target Market

Who are you selling your product or service to? What is the value that they will derive from your product?

## Customer Overview

### Customer Demographics

Document the target customer demographics of your products/services. Consider your demographics in terms of age, location, gender, education, social status, beliefs etc.

### Key Customer/s

List your key customers (if applicable).

### Customer Management Approach

Describe your approach to managing the lifecycle of your customers. How can you deliver the best possible customer experience and maximize the customer lifetime value from idea product/service awareness through to consumption, retention and/or churn.

## Marketing Strategy

Describe the marketing approach you plan to use to attract and retain customers. Include marketing channel and advertising strategies and how this links to your business objectives.

## Competitor Analysis

The table below summarises the key competitors of your organisation.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Competitor | Size | Target Market | Strengths | Weaknesses |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

# Structure and People

## Owner/s

Insert the business owner/s.

## Organisational Structure

Insert a diagram outlining the structure of your organisation.

## Current Staff

|  |  |  |  |
| --- | --- | --- | --- |
| Job Title | Name | Expected staff turnover | Skills or strengths |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Future Staff Requirements

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Job Title | Quantity | Expected staff turnover | Skills necessary | Date required |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

## Recruitment Approach

Describe how you plan to attract staff and advertise vacant positions.

## Training Strategy

Describe your strategy for training staff. Consider the skills required, the existing gaps and staff satisfaction.

## Staff Retention Strategy

Describe how you intend to retain staff. Consider allocation of responsibilities, career and development prospects and staff benefits.

# Risks

The table below summarises the key organisational risks:

|  |  |  |  |
| --- | --- | --- | --- |
| Risk | Likelihood | Impact | Mitigation Strategy |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

# Insurance

The table below summarises the insurance for the organisation:

|  |  |
| --- | --- |
| Insurance Type | Insurance Details |
| Workers Compensation |  |
| Public Liability Insurance |  |
| Professional Indemnity |  |
| Product Liability |  |
| Business Assets/Property |  |
| Business Revenue |  |

# Operations

## Distribution Channels/Platforms

Provide details of the distribution channels used for your products or services.

## Suppliers

Provide a list of the suppliers for your products/services.

## Plant and Equipment

Provide a list of your key capital purchases.

|  |  |  |  |
| --- | --- | --- | --- |
| Plant/Equipment | Purchase Date | Purchase Price | Running Cost |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Inventory

Provide a list of your inventory.

|  |  |  |  |
| --- | --- | --- | --- |
| Inventory | Cost per Unit | Quantity | Total Cost |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

# Social Impact

## Environmental Impacts

Describe the impact your operations and products/services may have on the environment – both positive and negative.

## Community Impacts

Describe the impact your operations and products/services may have on the community – both positive and negative.

## Social Impact Plan

Describe your strategy for managing and delivering the desired social impact of your organisation. Consider the following:

* Your plan to maximize your social benefits
* Your plan to mitigate the potential negative social effects
* Your plan to leverage your social impact story to support your product and products/services

Document a list of your five priority actions to implement your social impact strategy.

|  |  |  |
| --- | --- | --- |
| Action | Assigned To | Due Date |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

# Finances

## Funding Sources

Describe the funding arrangements for the organisation. This may include loans, investors, partners etc.

## Financial Statements and Forecasts

The following section details the forecasted financials of your organisation. There are excellent resources and templates available to support you on the business.gov.au website: <https://www.business.gov.au/planning/templates-and-tools>.

### Startup Costs

Insert table with forecast startup costs.

### Balance Sheet (Forecast)

Insert forecast balance sheet. Include your forecast across a three year horizon.

### Profit and Loss (Forecast)

Insert forecast profit and loss statement. Include your forecast across a three year horizon.

### Cash Flow Statement

Insert forecast balance sheet. Include your forecast across a one year horizon.

### Break Even Analysis

Insert break even analysis.

# Appendices

Insert any relevant supporting information for this business plan.