

Business Plan

for

Xxxx xxxx

DATE

**This plan should be set out single sided
and numbered at the bottom of each page**

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1. BUSINESS PLAN SUMMARY

1.1 Business Overview

A summary of what the business is and what product/service you will be offering?

2. BUSINESS DESCRIPTION

2.1 Ownership Structure

Sole trader, partnership, or proprietorship?

2.2 Profile of Operator

Name:

Address:

Telephone:

Fax:

Mobile:

Email:

2.3 Business and Personal Objectives

What do you want to achieve in the?

- *First Year*
Employment, buy yourself a job, employ others, establish a market?
- *Second Year*
Establish a market, employ others, expansion?
- *Fifth Year*
Sell the business, expand the business, retire?

2.4 Product / Service Description

What are you selling?

What benefits are you selling?

What is different about yours goods and services?

3. **MARKETING PLAN**

3.1 **Market Overview and Size**

How big is your market for this product/service? Local, state, interstate or overseas?

3.2 **Market Research**

Name the sources of information. e.g. ABS
(See information sheet on 'Conducting Your Own Feasibility Study').

3.3 **Analysis of Competition**

Is there any competition?
Who are your nearest direct competitors?
Who are your indirect competitors?
What is their specialty?
Where are they?
What is my difference to them?

3.4 **Target Area**

Southern area 1st?
Adelaide metro area?
South Australia?
National?

3.5 **Customer Profile**

Who will buy my product?
Where do they live?
Age groups?

3.6 **Advertising / Promotional Strategies**

What method are you going to use for advertising (yellow pages, messenger, and flyers)?
Are you going to give away samples? (work out the costs?)
Are you going to sell at an undercut price to capture some of the market?

3.7 **Competitive Advantage**

What is unique about your product or service that will capture the market?

3.8 Future Market Opportunities

Growth into other areas?
South Australia?
National?
Export?

3.9 Experience Related to the Business

Your knowledge in the field you wish to start-up in?
Have you managed budgets, marketing, sales, and employees, before this?

3.10 Marketing Action Plan

Refer to the Marketing Action Plan sheet

3.11 SWOT Analysis

Strengths What are you good at? e.g. talking with people
Weakness What are you not so good at? e.g. sending out accounts
Opportunities Where are there new markets for the product? e.g. new business starting up that requires my type of product
Threats Is there a potential for others in the market? e.g. under cutting of prices
Actions What are you going to do about each of the items to make sure you will grow and survive?

STRENGTHS	ACTIONS

WEAKNESSES	ACTIONS

OPPORTUNITIES	ACTIONS

THREATS	ACTIONS

4. OPERATIONAL PLAN

4.1 Costing Analysis

Need to workout your total costs. e.g. how much does it cost you to be in business per hour?

4.2 Time Taken to Provide Service

What is the time for a typical service?

4.3 Sales Forecast

What are your predictions for the first year in sales? *Refer to the Sales sheet*

4.4 Equipment Owned and Required

What equipment do you already have?
What equipment is needed to start the business?

- Equipment to purchase:

4.5 Administration Plans

Who will be doing all the paperwork?

4.6 Record Keeping Plan

Who will be doing all the bookkeeping?

4.7 License / Qualification Requirements

Are there any licenses required? e.g. fuel storage
Are there any qualifications required? e.g. doctor

4.8 Insurance Requirements

What insurance's are needed for the business? e.g. public liability, professional indemnity, sickness and accident, fire, equipment loss or stolen.

Insurance's needed:

- Public liability.

4.9 Other Critical Issues

Refer to Personal Net Worth sheet

4.10 Action Plan for the First Month

Need to work out a list of activities to be done and who will be responsible for them. *Refer to the Action Plan sheet*

5. **FINANCIAL PLAN**

5.1 **Cash Flow analysis**

Refer to the Cash Flow sheet

Make any comments that relate to the cash flow sheet

5.2 **Breakeven Analysis**

Refer to the Breakeven Analysis sheet

Need to work out the costs of being in business before making a profit.

5.3 **Household budget**

Refer to the Household sheet

Make any comments that relate to the household sheet

5.4 **Sales budget**

Refer to the Sales sheet

Make any comments that relate to the sales sheet

5.5 **Written tax plan for GST**

Need to plan for the GST and how you will control monies that are not yours.