

# business.gov.au

## Business Plan template

A good business plan can help you secure finance, define the direction of your business and create strategies to achieve your goals. The business.gov.au Business Plan template steps you through the process of creating a solid, well-structured plan tailored to your business.

If you need further information, assistance or referral about a business issue, please contact business.gov.au on 13 28 46.

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## Using this template

Before you complete this business plan template and start using it, consider the following:

1. **Do your research.** You will need to make quite a few decisions about your business including structure, marketing strategies and finances before you can complete the template. By having the right information to hand you also can be more accurate in your forecasts and analysis.
2. **Determine who the plan is for.** Does it have more than one purpose? Will it be used internally or will third parties be involved? Deciding the purpose of the plan can help you target your answers. If third parties are involved, what are they interested in? Although don’t assume they are just interested in the finance part of your business. They will be looking for the whole package.
3. **Use the [*italicised text*].** The italicised text is there to help guide you by providing some more detailed questions you may like to answer when preparing your response. ***Plicence note:*** If a question does not apply to your circumstances it can be ignored.
4. **Download the Business Plan Guide.**  The business plan guide contains general advice on business planning, a complete overview of the business plan template and a glossary explaining the main terms used throughout this template.
5. **Get some help.** If you aren’t confident in completing the plan yourself, you can enlist the help of a professional (i.e. Single Business Service, Business Enterprise Centre, business adviser, or accountant) to look through your plan and provide you with advice.
6. **Write your summary last.** Use as few words as possible. You want to get to the point but not overlook important facts. This is also your opportunity to sell yourself. But don’t overdo it. You want prospective banks, investors, partners or wholesalers to be able to quickly read your plan, find it realistic and be motivated by what they read.
7. **Review. Review. Review.** Your business plan is there to make a good impression. Errors will only detract from your professional image. So ask a number of impartial people to proofread your final plan.

Scan to watch our business planning video: Scanning barcode image

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

[*Your Name*]

[*Your Title*]

[*Business Name*]

[*Main Business Address*]

**ABN:** [*ABN*]

**ACN:** [*ACN*]

[*Business Name*]

Business Plan

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

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## Business Plan Summary

[*Your business summary should be no longer than a page and should focus on why your business is going to be successful. Your answers below should briefly summarise your more detailed answers provided throughout the body of this plan.*]

### The Business

**Business name:** [*Enter your business name as registered in your state/territory. If you have not registered your business name, add your proposed business name.*]

**Business structure:** [*Sole trader, partnership, trust, company.*]

**ABN:** [*Registered Australian business number.*]

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

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

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

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

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

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

### 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?*]

**South Melbourne Market, the village market. A place to experience Melbourne’s local character and culture:** [How does your business and product connect with this statement?]

## Your Business

### Business details

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

### Registration details

**Business name:** [*Enter your business name as registered in your state/territory. If you have not registered your business name, add your proposed business name.*]

**Trading name(s):** [*Registered trading name(s).*]

**Date registered:** [*Date business name registered.*]

**Location(s) registered:** [*State(s) you are registered in.*]

**Business structure:** [*Sole trader, partnership, trust, company.*]

**ABN:** [*Registered Australian Business Number.*]

**ACN:** [*Registered Australian Company Number, if applicable.*]

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

**Domain names:** [*Registered domain names.*]

**Licences & permits:** [*List all the licences or permits you have registered*]

### Management & ownership

**Names of owners:** [*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?*]

**Experience:** [*What experience do the business owner(s) have?* *How many years have you owned or run a business? List any previous businesses owned/managed. List any major achievements/awards. What other relevant experience do you have? Don’t forget to attach your resume(s) to the back of your plan.*]

### Key personnel

**Current staff on site** [*List your current staff in the table below for   
emergency purposes.*]

| Job Title | Name | Contact number |
| --- | --- | --- |
| [*e.g. Marketing/ Sales Manager*] | *John Smith* |  |
|  |  |  |
|  |  |  |
|  |  |  |

**Skill retention strategies** [*What procedural documentation will you provide to ensure the skills of staff are maintained? How will this keep improving the offer at SMM?]*

### Product Ranges/services

**Concept**: [*Overview of your products/services, description, pricing, theme, style and quality]*

**Market position**: [*Where do your products/services fit in the market? Are they high-end, competitive or budget? How does this compare to your competitors?*]

**Unique selling position**: [*How will your products/services succeed in the market where others may have failed? What gives your products/services the edge?]*

**Anticipated demand**: [*What is the anticipated quantity of products/services your customers are likely to purchase? ]*

**Pricing strategy**: [*Do you have a particular pricing strategy? Why have you chosen this strategy?*]

**Value to customer**: [*How do your customers view your products/services? Are they a necessity, luxury or something in between?*]

**Growth potential**: [*What is the anticipated percentage growth of the product in the future? What will drive this growth?*

### **Innovation**

**Research & innovation activities** *[How do you embed innovation into your business?]*

### **Insurance**

**Public liability insurance**: [*Provide details of your public liability insurance. This covers any third-party death or injury and is require for all licence holders*]

**Standards and Compliance**

[*Attach any certificates and documents to support Food Act registration and compliance, Product standards compliance, Licenced product authentication and permit to sell for official organisation.*]

### **Operations**

**Production process**[*What is the process involved in producing your products or services. This process will vary depending on your product or service. Here are some examples of questions you may consider. Is there a manufacturing process? Who is involved in the process? Are there any third parties involved? What is involved in delivering the service to your customers?*]

**Suppliers***[Who are your main suppliers? How will they service you on site? This helps SMM manage site operations]*

**Equipment**[*List your current equipment and evidence of test and tag requirements.*]

| Equipment | T&T date |
| --- | --- |
| *[e.g. Engraving machine]* | *[e.g. 20/03/2010]* |
| *[e.g. Personal Computer]* | *[e.g. 20/03/2010]* |
| *[e.g.]* | *[e.g. 20/03/2010]* |
| *[e.g. Personal Computer]* | *[e.g. 20/03/2010]* |

**Technology:**  [*What technology do you be integrating into the business to offer the best customer experience? For example: website, point of sale ]*

**Trading hours**: [*What are your trading hours? What are your expected peak trading times? Which times do you expect to be more profitable? How will this change over different seasons? How do your trading hours accommodate these changes?]*

**Communication channels**: [*How can your customers get in contact with you? These channels can include: telephone (landline/mobile), post box, shopfront, email, fax, internet blog or social media channel.*]

**Payment types accepted**: [*What payment types will you accept. cash, credit, cheque, gift cards, PayPal etc*]

**Warranties & refunds**: [*If you manufacture certain goods, what are the warranty terms? What is your business refund/exchange policy?]*

**Quality control**: [*Describe your quality control process. What checks or balances do you have in place to ensure the product or service you offer is produced to the same standard of quality? What steps do you take to meet product safety standards?]*

**Memberships & affiliations**: [*Is your business a member of any particular industry association or club? Do you have any affiliations with any other organisation?*]

### Sustainability plan

**Environmental/resource impacts**

[*What is your business doing to be positively supporting the environment. E.g. using recycled packaging, zero waste, etc?]*

**Community impact & engagement**

[*How does your environmental impact* *affect the local community? How can you engage the community in minimising your impact?*]

**Risks/constraints**

[*List any risks/constraints to your business resulting from this environmental impact?*]

**Strategies**

[*What strategies will you implement to minimise/mitigate your environmental impact and any risks to your business? Will you conduct an environmental audit? Have you introduced an Environmental management system?*]

**Action plan**

[*List your key sustainability/environmental milestones below*]

| Sustainability milestone | Target | Target date |
| --- | --- | --- |
| [*Reduce water consumption*] | [*60% reduction*] | [*Month/Year*] |
| [*Reduce water consumption*] | [*60% reduction*] | [*Month/Year*] |
| [*Reduce water consumption*] | [*60% reduction*] | [*Month/Year*] |

## 

## The Market ( Your customer) Market research

[*What statistical research have you completed to help you analyse your market? How often will you be analysing this information?]*

### Environmental/industry analysis

[*Detail the results of the market research you have performed. Is the area experiencing population growth? Are there long-term employers in the area? Is the region's economy stable? Are there seasonal variations?*

*What is the size of the market? What recent trends have emerged in the market? What growth potential is available and where do you fit in? How will the market/customers change when you enter the market?*]

### Your customers

**Customer demographics:** [*Define who your target customers are and how they behave. You can include age, gender, social status, education and attitudes.*]

**Customer management:** [*How will you maintain a good relationship with your customers? What techniques will you use? How will you keep your customers coming back?]*

**Customer experience:** [*How will you create an exciting customer experience? What techniques will you use? How will you keep your customers engaged?]*

**The SMM Customer:** [*How will your business fit with the SMM visitor both local and / or tourist?]*

**Key customers:** [*Identify your key customers. (These can be large consumers of your products or individuals whose satisfaction is key to the success of your business.) How will you target your products/service to them?*

### **Future Action plan**

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| Short Term Goals | Date of expected completion | Person responsible |
| --- | --- | --- |
| [*What are the business milestones that you need to complete to grow the business at SMM?*] | [*When do you expect to complete them?*] | [*Who is responsible for delivering this milestone?*] |
| [*What are the business milestones that you need to complete to grow your business at SMM?*] | [*When do you expect to complete them?*] | [*Who is responsible for delivering this milestone?*] |

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| Longer Term Goals | Date of expected completion | Person responsible |
| --- | --- | --- |
| [*What are the business milestones that you need to complete to grow the business at SMM?*] | [*When do you expect to complete them?*] | [*Who is responsible for delivering this milestone?*] |
| [*What are the business milestones that you need to grow your business at SMM?*] | [*When do you expect to complete them?*] | [*Who is responsible for delivering this milestone?*] |

### S.W.O.T. analysis

[*List each of your business’ strengths, weaknesses, opportunities or threats in the table below and then outline how you plan to address each of the weaknesses/threats.*]

| Strengths | Weaknesses |
| --- | --- |
|  |  |

| Opportunities | Threats |
| --- | --- |
|  |  |

### Your competitors

[*How do you rate against your competitors?]*

**Competitor details**

| Competitor | Established date | Size | Market share (%) | Value to customers | Strengths | Weaknesses |
| --- | --- | --- | --- | --- | --- | --- |
| [*Competitor name*] | [*When were they established?*] | [*Number of staff and/or turnover*] | [*Estimated percentage of market share*] | [*Unique value to customers. E.g. convenience, quality, price or service?*] | [*What are your competitor's main strengths?*] | [*What are your competitor's main weaknesses?*] |
| [*Competitor name*] | [*When were they established?*] | [*Number of staff and/or turnover*] | [*Estimated percentage of market share*] | [*Unique value to customers. E.g. convenience, quality, price or service?*] | [*What are your competitor's main strengths?*] | [*What are your competitor's main weaknesses?*] |
| [*Competitor name*] | [*When were they established?*] | [*Number of staff and/or turnover*] | [*Estimated percentage of market share*] | [*Unique value to customers. E.g. convenience, quality, price or service?*] | [*What are your competitor's main strengths?*] | [*What are your competitor's main weaknesses?*] |
| [*Competitor name*] | [*When were they established?*] | [*Number of staff and/or turnover*] | [*Estimated percentage of market share*] | [*Unique value to customers. E.g. convenience, quality, price or service?*] | [*What are your competitor's main strengths?*] | [*What are your competitor's main weaknesses?*] |
| [*Competitor name*] | [*When were they established?*] | [*Number of staff and/or turnover*] | [*Estimated percentage of market share*] | [*Unique value to customers. E.g. convenience, quality, price or service?*] | [*What are your competitor's main strengths?*] | [*What are your competitor's main weaknesses?*] |

### Advertising & Marketing

*[What strategies do you have for promoting and advertising your products/services in the next 12 months?]*

| Planned promotion /advertising type | Expected business improvement | Target date |
| --- | --- | --- |
| [*Print media advertising, online advertising, mail-out, giveaway, media relicence, social media campaign or event.*] | [*How do you expect it will improve your business success?*] | [*Month/Year*] |
| [*Print media advertising, online advertising, mail-out, giveaway, media relicence, social media campaign or event.*] | [*How do you expect it will improve your business success?*] | [*Month/Year*] |
| [*Print media advertising, online advertising, mail-out, giveaway, media relicence, social media campaign or event.*] | [*How do you expect it will improve your business success?*] | [*Month/Year*] |
| [*Print media advertising, online advertising, mail-out, giveaway, media relicence, social media campaign or event.*] | [*How do you expect it will improve your business success?*] | [*Month/Year*] |

**Sales & marketing objectives**

[*Who makes up your sales team? What sales techniques will they use? What tools/material will they use to help sell your products/services? What sales goals/targets will they meet?*]

**Unique selling position**

[*Why do you have an advantage over your competitors? How will your products/services succeed in the market where others may have failed?*]

**Sales & distribution channels**

| Channel type | Products/services | Location |
| --- | --- | --- |
| [*e.g. Shopfront, internet, direct mail, export or wholesale*] | *[List all the products/services sold via this channel*] |  |
| [*e.g. Shopfront, internet, direct mail, export or wholesale*] | *[List all the products/services sold via this channel*] |  |
| [*e.g. Shopfront, internet, direct mail, export or wholesale*] | *[List all the products/services sold via this channel*] |  |
| [*e.g. Shopfront, internet, direct mail, export or wholesale*] | *[List all the products/services sold via this channel*] |  |

## The Future

### Vision statement

[*What is your business' vision statement? It should briefly outline your future plan for the business and include your overall goals.*]

### Mission statement

[*What is your business' mission statement? I.e. how will you achieve your vision?*]

### Goals/objectives

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

### Action plan

**Please note:** This table does not include sustainability milestones as they are listed in the sustainability section above.

| Milestone | Date of expected completion |
| --- | --- |
| [*What are the business milestones that you need to complete starting from today?*] | [*When do you expect to complete them?*] |
| [*What are the business milestones that you need to complete starting from today?*] | [*When do you expect to complete them?*] |
| [*What are the business milestones that you need to complete starting from today?*] | [*When do you expect to complete them?*] |
| [*What are the business milestones that you need to complete starting from today?*] | [*When do you expect to complete them?*] |

## Supporting documentation

Attached is my supporting documentation in relation to this business plan. The attached documents include:

* *[List all of your attachments here. This may include food act requirements etc.]*