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Business Plan template

If you need further information, assistance or referral about a business issue, please contact the YES team on 3305411.

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]

The Business

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

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

TIN: *[Registered TIN 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.]*

The Market

Marketing strategy:

[How do you plan to enter the market? How do you intend to attract customers? How and why will this work?]

Products/services

Product/Service	Description	Price
<i>[Product/service name]</i>	<i>[Brief product/service description]</i>	<i>[Price including GST]</i>
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Target market: *[Who are you selling to? Why would they buy your products/services over others?]*

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? For example, how much will an individual customer buy in 6 months or 12 months?]*

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

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?]

Organisation chart

[Outline your business structure in an organisation chart.]

The Finances

[Briefly outline how much profit you intend on making in a particular timeframe. How much money will you need up-front? Where will you obtain these funds? What portion will you be seeking from other sources? How much of your own money are you contributing towards the business?]

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? What do they supply to your business? How will you maintain a good relationship with them?]

Risk management

[List the potential risks (in order of likelihood) that could impact your business.]

Risk	Likelihood	Impact	Strategy
<i>[Description of the risk and the potential impact to your business.]</i>	<i>[Highly Unlikely, Unlikely, Likely, Highly Likely]</i>	<i>[High, Medium, Low]</i>	<i>[What actions will you take to minimise/mitigate the potential risk to your business?]</i>

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S.W.O.T. analysis

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

Strengths	Weaknesses
<i>[e.g High traffic location]</i>	<i>[e.g High rental costs]</i>

Opportunities	Threats
<i>[e.g build on customer and brand loyalty]</i>	<i>[e.g Cash flow problems]</i>

Expected cash flow

[Double-click the table below to enter your details or attach your own profit & loss sheet at the back of this business plan]

EXPECTED CASHFLOW [YEAR]	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
OPENING BALANCE	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Cash incoming												
Sales												
Asset sales												
Debtor receipts												
Other income												
Total incoming	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Cash outgoing												
Purchases (Stock etc)												
Accountant fees												
Solicitor fees												
Advertising & marketing												
Bank fees & charges												
Interest paid												
Credit card fees												
Utilities (electricity, gas, water)												
Telephone												
Lease/loan payments												
Rent & rates												
Motor vehicle expenses												
Repairs & maintenance												
Stationery & printing												
Membership & affiliation fees												
Licensing												
Insurance												
Superannuation												
Income tax												
Wages (including PAYG)												
More...												
Total outgoing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Monthly cash balance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
CLOSING BALANCE	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

