

****Your logo**

Business Plan

<Business Name>

Business Owner Name

Date

Trading entity

Address

Email

URL

ACN/ABN

Abbreviations used in this plan:

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The BusinessPlan
C O M P A N Y

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1. Business overview

1.1 Business overview

<Business Name> is a proposed new business, a modern café that will operate in Prestons, NSW.

1.2 Business concept

<Business Name> will be a medium sized café, bar and takeaway food business that offers a wide range of delicious, modern style food with dishes of international selection. The menu will be broad, to appeal to families, residents and local workers alike. With a children's play centre nearby, a fun and tasty children's menu will also be available. The café will be designed in a modern, clean and light feel with some greenery and art both inside and out. The price range will be in the mid-range with slightly generous serves and good value.

1.3 Menu

<Business Name> will offer a range of delicious, fresh accessible and well-priced meals with wide appeal. Meals will be offered as table service and takeaway. There will be all day breakfast, lunch and dinner.

<Business Name> will be endeavouring to create a point of difference through the quality of the menu. There will be a large range of cakes, pizza, gluten free, vegetarian options and an attractive kids' menu. The menu will be designed to be manageable, efficient, profitable, appealing to customers and work well with the kitchen and staff to keep high and consistent standard to create same experience.

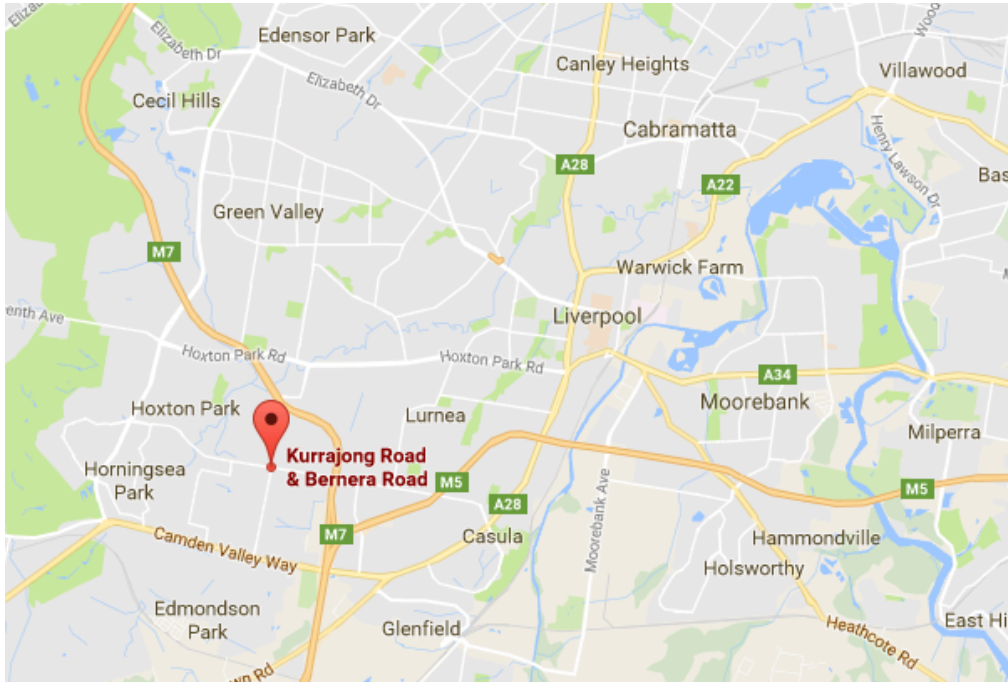
| | |
|--------------------|---|
| Breakfast | Price range: \$8.5 - \$18.5 <ul style="list-style-type: none">American style pancakesSmashed avocadoSweet and salty granola with milkEggs Benedict / Atlantic / Veg / Your way /Breakfast saladEgg and bacon rollOmelettesKids breakfast |
| Light meals | Price range: \$12 - \$18 <ul style="list-style-type: none">Buffalo wingsSalt and pepper calamariGarlic prawnsSatayPrawn twisters |
| Mains | Price range: \$18 - \$28 <ul style="list-style-type: none">Butter chicken with riceChicken supremeAtlantic SalmonFish and chipsBarramundi with white wine and dillGrain fed scotch filletT-bone steakSurf 'n' turf |

| | |
|-------------------|--|
| Pizza | Price range: \$18 - \$24 <ul style="list-style-type: none"> • Moroccan Lamb • Szechuan chilli prawns • Chicken delight • Tandoori Chicken • Vegorama • Pepperoni • Hawaiian • Meat Lovers • Margherita • Gluten free available |
| Pasta | Price range: \$20 - \$22 <ul style="list-style-type: none"> • Napolitano • Carbonara • Pesto Chicken • Rustica • Primavera • Garlic prawns |
| Salads | <ul style="list-style-type: none"> • Thai salad • Caesar • Moroccan Lamb • Atlantic Salmon |
| Kids meals | Price range: \$8.00-10.00 <ul style="list-style-type: none"> • Range of fun meals that kids will love |
| Burgers | <ul style="list-style-type: none"> • Range of steak, beef, chicken and vegetarian Price range: \$3.80 - \$5.50 |
| Drinks | <ul style="list-style-type: none"> • Tea, hot and cold coffee, hot chocolate and chai. • Beer wine and spirits Price range: \$16-\$22 |

1.4 Location and venue

1.4.1 Location

<Business Name> will be located at the corner of Kurrajong Rd and Bernera Rd, Prestons NSW, as shown below.



The site is a new vacant space in a new development with 200m² floor space, with:

- gas line
- grease trap
- vent mechanics
- vent Mechanics
- air conditioning

1.4.2 Design

<Business Name> will be designed in a fresh, light, open and modern design that appeals to a wide clientele. empty space at present. Preliminary floor plans are shown on the following pages.

Design aims to create a space that will host:

- 100 seats
- dining area approximately 100m²
- kitchen, bar, serving area, food storage to occupy approximately 100m²
- dedicated area to serve takeaway food and coffee.

1.4.3 Food preparation

There will be a dedicated kitchen that will sit in a separate area from dining. All foods will be prepared in the kitchen, with some foods displayed in front of house. A dedicated area will be used to serve takeaway food and coffee orders.

The Kitchen will have the following equipment:

- Electric toaster
- Under bench glass washer
- Steel double sink benches
- Smaller equipment like mixers, blenders, utensils etc.
- Gas burner / top on oven
- Toaster/ Griller/ Salamander
- Pizza prep bench and oven
- Steel tables with splash back
- Ice maker
- Fridges will be in the front counter for display foods, in the kitchen for main using foods/storage and cool room and freezers will be in the kitchen and back store room.
- Hot rock grill and hotplate

1.4.4 Dining

In the dining area, initial plans will be to have approximately 100 seats, comprising of tables, benches and banquettes. An interior designer has been engaged to create an appealing, functional design.

**** Maps and design of site**

1.5 S.W.O.T.

| | |
|--|---|
| Strengths <ul style="list-style-type: none">• Immediate payment with cash proportion• Appealing menu, not currently available in this area• Quality and freshness of product• Good profit margins• Site already has other businesses to build client base | Weaknesses <ul style="list-style-type: none">• New business that has no brand identity and still requires establishment• Team still to be established, trained and settled in• First business for business owner |
| Opportunities <ul style="list-style-type: none">• Very limited choice for high quality foods in the chosen area• First business of this type in this area• Growth of brand identity• Expansion to additional sites or franchise• Growing market desire for high quality and interesting foods | Threats <ul style="list-style-type: none">• Competitors could easily move into the market and copy concept.• Economic downturn, interest rate rises and other rising costs may reduce the amount of disposable income in target market.• Unexpected costs/taxation that shock cash flow• Availability of suitable staff |

1.6 Team

<Business Name> will have a small dedicated team that will likely be composed of the following team members:

| Job Title | Number | Role and responsibilities | Person |
|-------------------|----------------------------|---|------------------|
| Managing Director | FT | Oversee all business functions Implement plans and budgets Focus on growth Manage staff P&L responsibility | <Business owner> |
| Head chef | 1 FT | Manage all aspects of kitchen including ordering, food safety, food preparation, menu design, and staff management. | To be hired |
| Assistant Chef | FT | Assist with all operational kitchen functions, including meal preparation, staff, cleaning and maintenance, food safety | To be hired |
| Kitchen staff | FT / PT / Casual as needed | Assist with food preparation and cleaning | To be hired |
| Café manager | 1 FT | Manage all aspects of retail store, including ordering, customer service, stocking and presentation, staff management. | To be hired |
| Accounts | 1 x PT | Manage all accounts, finance, payroll, taxation, reporting and compliance tasks for entire business. | To be hired |
| Floor staff | FT / PT / Casual as needed | Customer service, including: <ul style="list-style-type: none"> Meet, greet and seat customers. Assist customers with service and explanation of dishes. Liaise with kitchen and customers Set up and clean up Take orders and bookings Serve take away meals | To be hired |
| Barista | FT | Prepare coffee and drinks | To be hired |

1.7 Opening hours

<Business Name> will operate

- 7 days
- 7am-8pm
- breakfast and lunch as primary meals.

As the business evolves and client demand is understood, <Business Name> will adjust trading hours to meet those demands. The opening hours of neighbouring businesses (and the demand associated) popularity of particular meal times and day and dining patterns of locals with days and seasonality will all be factored.

1.8 Legals, regulation, insurances and compliance

Trading laws

<Business Name> will trade within the laws of <State> and Australia; the specific regulations that apply to this type of business are described below.

Insurance

<Business Name> will hold all relevant insurances, including public liability, product liability, building/contents and vehicle.

Legals

<Business Name> will engage legal advice to create Terms and Conditions, oversee all agreements, leases, contracts and employee conditions.

Occupational Health and Safety

<Business Name> will engage expert advice to ensure compliance with all regulations and preparation of policies and procedures to minimise risk and maximise safety for all stakeholders.

Workcover

Workers Compensation insurance will be held through the Workcover authority of <State>.

Local Council

<Business Name> will be subject to the planning conditions of the Local Council, which will be the *** City Council.

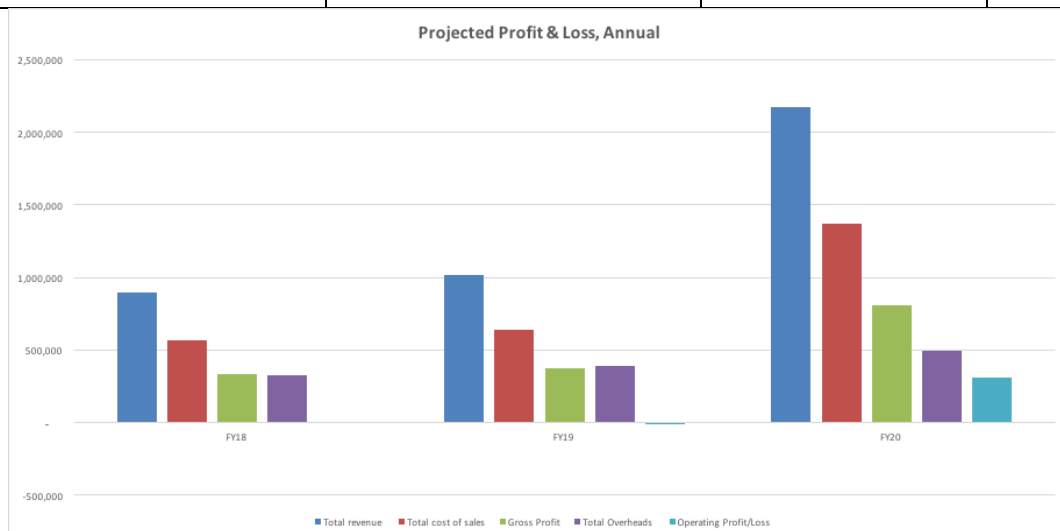
Food Safety

<Business Name> will be a retailer of potentially hazardous and packaged food. All requirements for approval to operate, preparation of Food Safety Plans and ongoing compliance with regulations will be completed in liaison with *** City Council.

1.9 Projections

<Business Name> is projecting a steady increase in sales across the next 3 financial years, as shown below.

| | FY18 | FY19 | FY20 |
|-----------------------|---------|-----------|-----------|
| Total revenue | 900,000 | 1,017,000 | 2,176,380 |
| Total cost of sales | 567,000 | 640,710 | 1,371,119 |
| Gross Profit | 333,000 | 376,290 | 805,261 |
| Total Overheads | 329,730 | 388,794 | 492,161 |
| Operating Profit/Loss | 3,270 | -12,504 | 313,100 |



2. The Market.

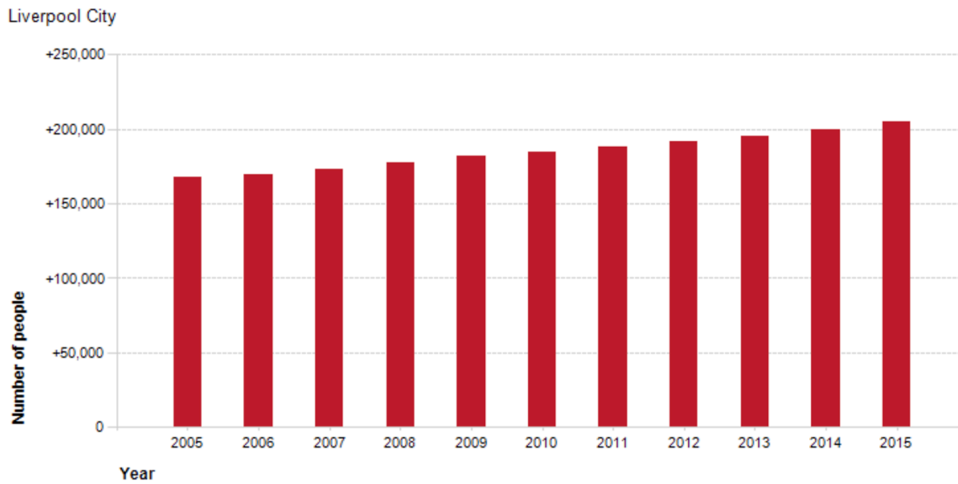
2.1 Prestons area^{1,2}

Prestons is a fast-growing outer western suburban area of Sydney, located in the Liverpool LGA and located ~32 km from Sydney CBD. In the 2011 census the population of Prestons was 14,420 and is comprised of approximately 50.6% females and 49.4% males. The median/average age of the people in Prestons is 31 years of age. Prestons is a very multicultural area, with 53.1% of people living in the suburb of Prestons were born in Australia. The other top responses for country of birth were 7.4% Fiji, 3.9% Philippines, 3.1% India, 1.8% Vietnam, 1.8% New Zealand, 1.4% Pakistan, 1.3% Lebanon, 1.2% Iraq, 1.2% Turkey, 1.1% England, 1.0% Laos, 0.9% Italy, 0.9% Chile, 0.8% Egypt.

The main occupations of people living in Prestons are 19.6% Clerical & administrative workers, 18.4% Professionals, 13.9% Technicians & trades workers, 11.0% Machinery operators & drivers, 9.8% Managers, 8.8% Labourers, 8.3% Sales workers, 7.7% Community & personal service workers, 2.5% Occupation inadequately described/ Not stated.

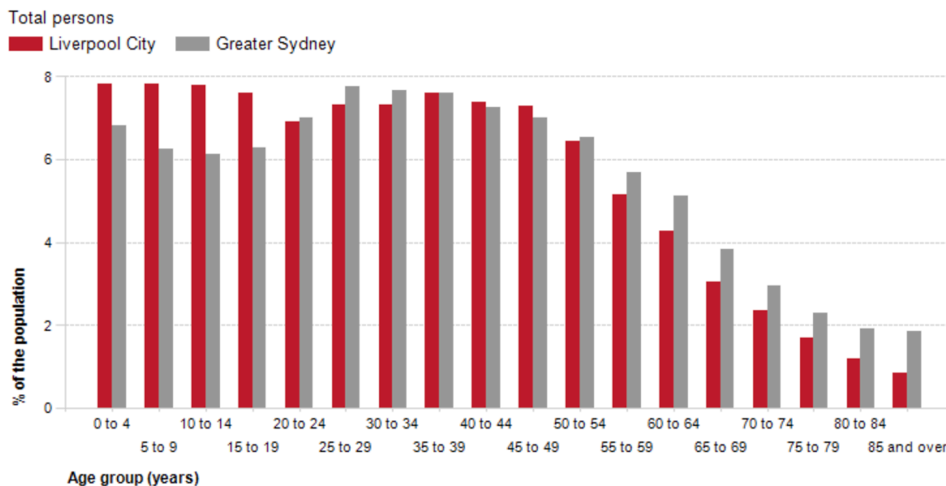
Liverpool area statistics indicate that the total population of the City of Liverpool is 204,594. The change in population over the last decade is shown below.

Estimated Resident Population (ERP)



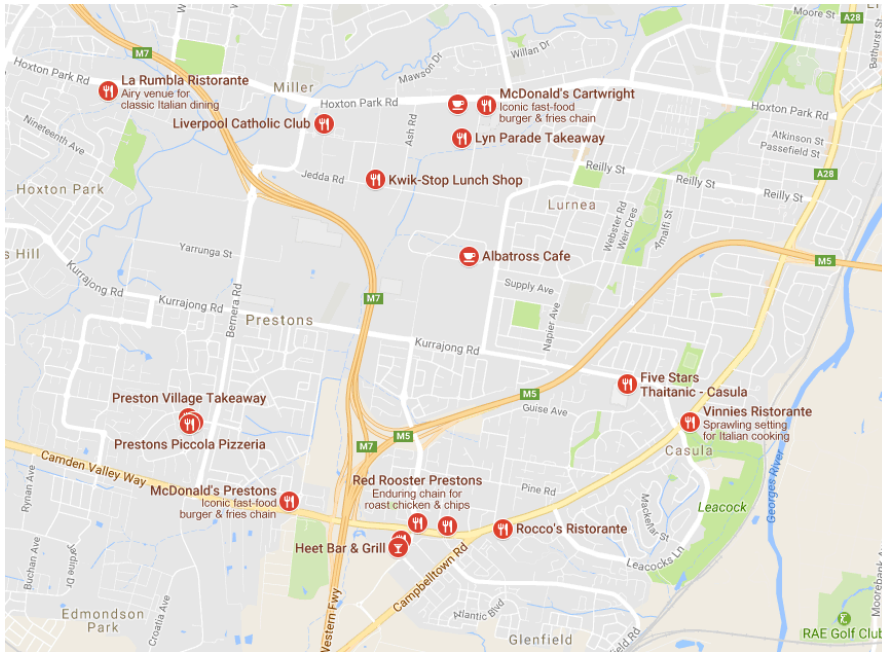
Importantly, as the graph shows, the greater proportion of residents are in the target range of 20-60 year old.

Age structure - five year age groups, 2011



2.2 Competition.

A review of review of advertised cafes, restaurants and takeaway food businesses in proximity to the proposed site indicates limited availability of such venues very limited within the Prestons area, with the closest venue more than 1.5km away, and most venues more than 5km away. The map below indicates advertised venues.



Competitors

| | | |
|----------------------------------|---|---|
| <p>Black Elk Espresso</p> | <p>600 Kurrajong Rd, Carnes Hill 2171 (Opposite the Michael Clarke Recreation Centre)</p> | <ul style="list-style-type: none"> • Recently opened • 2km away • Close to sports centre and supermarket • 1435 Facebook followers • Menu not advertised |
| <p>Juicy Goose</p> | <p>40 Anderson Rd, Smeaton Grange NSW 2567 juicygoose.com.au</p> | <ul style="list-style-type: none"> • 17km away • 7 days/week • Breakfast / lunch dinner • Modern diverse, family friendly menu |
| <p>Extract cafe</p> | <p>Gregory Hills Business Centre 4/1 Gregory Hills Drive Gledswood Hills 2557</p> | <ul style="list-style-type: none"> • Daytime trade only • Modern café menu • Breakfast / lunch • Located in business centre |

3. Marketing and Sales

3.1 Marketing Objectives

Marketing will form a key part of the <Business Name> growth plans, aiming to build the brand, stimulate sales and maximise return trade.

3.2 Marketing materials

Recommended marketing materials:

- Promotional flyers
- Business cards
- Takeaway menus
- Promotional offers

3.3 Marketing Initiatives

Internet marketing

| | |
|-----------------|---|
| Overview | Develop and implement a series of online marketing initiatives that utilise the internet and email. |
| Value | Internet marketing facilitates very broad exposure to potential clients and contact with current clients. Campaigns can be highly targeted, usually with detailed metrics available that can provide useful feedback on ROI and can be used to increase results. The potential target market is very large, with very good potential for cost effectiveness. |
| What's involved | Once all the available opportunities have been researched, specific content will be developed for each channel and a smaller trial initiated. After monitoring results, the content will be fine-tuned and/or the programs expanded. |
| Specifics | The following initiatives and programs will be included: <ul style="list-style-type: none">• Web traffic monitoring systems• Internet directories, local directories, tourist directories• Broadsheet• Advertising• Search engine optimisation• Restaurant review sites• AdWords• Meal purchase sites• Restaurant booking sites |

Social media

| | |
|----------|---|
| Overview | Develop and implement a series of marketing initiatives based on social media platforms. |
| Value | Social media presents a unique marketing opportunity, with enormous numbers of potential contacts that can be reached for very low cost. This platform also enables followers to share between each other, building word of mouth and viral marketing. Followers interact more readily also, building engagement and a sense of community around the brand. |

| | |
|-----------------|---|
| What's involved | Once all the available opportunities have been researched, specific content will be developed for each channel and a smaller trial initiated. After monitoring results, the content can be fine-tuned and/or the programs expanded. |
| Specifics | The following initiatives and programs will be included: <ul style="list-style-type: none"> • Facebook • Instagram |

Advertising

| | |
|-----------------|--|
| Overview | Place advertisements in any location viewed by target market. |
| Value | Advertising can identify your business to potential customers when they are actively looking for a provider or the advertisement stimulates desire. Advertising has the potential to reach a very wide audience and can increase exposure, brand awareness and educate target markets about the brand. |
| What's involved | After researching suitable locations to place advertisements, content will be designed and developed with professionals who can help to make the greatest impact. Once advertisements go live, results will be closely tracked. |
| Specifics | Advertisements will be placed as follows: <ul style="list-style-type: none"> • Local newspapers • Newsletters of allied businesses. • Food publications, blogs and social media |

Direct Marketing

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|-----------------|---|
| Overview | Communicate company information to potential clients through direct means of communication. |
| Value | Direct marketing presents an opportunity to communicate and inform potential clients and give them information about your products and services. By creating specific campaigns, messages can be targeted to create interest which is specific to a particular group. |
| What's involved | Once targets have been researched and determined, campaigns be built to contact them directly through such means and mail or telephone. |
| Specifics | The following initiatives and programs will be included: <ul style="list-style-type: none"> • Local direct brochures / flyers / menus • Promotional activities at universities and TAFE • On street promotions |

Referral

| | |
|----------|---|
| Overview | Develop and implement a series of marketing initiatives that utilise social connections and word of mouth. |
| Value | Word of mouth is commonly thought of as the most effective form of marketing, where the opinion of close contacts reduces marketing costs, as well as increasing effectiveness and conversions. |

| | |
|-----------------|---|
| What's involved | Based on customer feedback and market research that identifies the most appealing and compelling offers, rewards and campaigns will be developed to enhance referrals. |
| Specifics | The following initiatives and programs will be included: <ul style="list-style-type: none"> • Refer a friend programs • Special offers for friends and family |

Publicity

| | |
|-----------------|--|
| Overview | Gain business exposure in media through deliberate strategy. |
| Value | <ul style="list-style-type: none"> • Gives third party re-enforcement which reduces the 'advertising' aspect of marketing • Generates broad exposure • Improves credibility • Increase exposure and brand awareness • Exposure to potentially large target audience • Inform target market about values, products and services • Builds identity as an expert in your field |
| What's involved | Research and identify media sources that your target market is engaged with, then develop releases that are topical and of current high interest. After sending to target sources, follow up. |
| Specifics | The following initiatives and programs will be included: <ul style="list-style-type: none"> • Articles and stories • Events, including launch |

Strategic alliances and joint marketing

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|-----------------|--|
| Overview | Develop and implement marketing strategies with non-competing businesses whose target market overlaps. |
| Value | Strategic alliances and joint marketing are reliable mechanisms to generate word-of-mouth referrals and leverage the database and brand of another business. These initiatives can increase conversions and reduce marketing costs. |
| What's involved | Identify non-competing businesses with overlapping target markets. Work with business owners to develop marketing strategies that are shared, reduce costs and expand marketing reach of both businesses. Develop special offers to clients of aligned businesses also. |
| Specifics | The exact plan will be developed in conjunction with alliance partners, but could include such initiatives as: <ul style="list-style-type: none"> • Participation in alliances' communications such as newsletters • Promotions through social groups, student associations etc. |

Database and retention

| | |
|-----------------|---|
| Overview | Implement a schedule of regular communications, offers and incentives to retain clients and stimulate sales. |
| Value | <p>The development of a client database and a regular schedule of communications promoting events, products and information are of very high value to the business. This facilitates ongoing communications for business information, relationship development and promotion. Responses and returns from communications database significantly exceed those from most forms of 'cold' marketing</p> <p>Databases may be categorised, enabling communication of information relevant to their interest. They also create an opportunity to value-add to client base, maintain the business name 'top of mind', inform target market about seasonal events, special offers, news, etc. This results in additional sales, increased web traffic and increase word-of-mouth activity and viral marketing.</p> |
| What's involved | As an ongoing part of business practice, a database will be maintained of clients and contacts for marketing. Speak directly with clients and monitor feedback to find out the most important factors that motivate them. From this, develop specific and regular campaigns that increase retention, offer specials, information, invitations etc. that will motivate clients to buy and retain the business as provider. |
| Specifics | <p>The following initiatives and programs will be included:</p> <ul style="list-style-type: none">• Establishment of client database• Loyalty programs and special offers• e-newsletter• Event invitations and exclusive events |

Signage and branded products

| | |
|-----------------|--|
| Overview | Advertise <Business Name> and details through placement on signs, vehicles, products, clothing etc. |
| Value | Signage and products can identify your business to potential customers when they are actively looking for a provider or through the advertisement, which can stimulate desire, at a local level. |
| What's involved | Research available signage options for your premises, vehicles, products etc.; choose those with greatest potential ROI |
| Specifics | <p>The following initiatives and programs will be included:</p> <ul style="list-style-type: none">• Signage• Sandwich board |

4. Additional information

4.1 References

1 Localstats, Prestons NSW. <http://prestons.localstats.com.au/demographics/nsw/sydney/liverpool-fairfield/prestons>. Accessed 1/3/2017

2 Profile ID, Community Profile, Liverpool, <http://profile.id.com.au/liverpool>. Accessed 1/3/2017