

**Business Plan**

Business Name

Date

|  |  |
| --- | --- |
| Business owner(s)  Trading entity  Address  Email  URL  ACN/ABN | Prepared by  Planner name |

Glossary and Abbreviations

**Table of Contents**

1. Executive summary 4

2. Business overview 5

2.1 Business Description/Concept. 5

2.2 Products / services. 5

2.3 History/progress 5

*2.4* Location / venue / facility / premises 5

*2.5* S.W.O.T. 5

*2.6* Legals, regulation, insurances and compliance 5

2.7 Future product development 5

2.8 The Business Owner 5

2.8.1 5

3. The Numbers 6

3.1 Pricing 6

3.2 Start-up costs / project costs 6

3.3 Business goals / growth targets 6

3.4 Projections: Profit and Loss 6

3.5 Financial ratios 6

3.6 Growth strategy 6

3.7 Loans and financing 6

4. The Market. 7

4.1 Target markets 7

4.1.1 Market size 7

4.1.2 Market trends 7

4.2 Value proposition 7

4.3 Competition. 7

5. Marketing and Sales 8

5.1 Marketing overview 8

5.2 Marketing materials 8

5.3 Marketing Initiatives 8

5.4 Website 8

5.5 Sales 8

6. Operations 9

6.1 Overview and Business Process 9

6.2 Inventory, sourcing and logistics 9

*6.3* Equipment, IT and Infrastructure 9

*6.4* Team 10

*6.5* Occupational health and safety 10

6.6 Risks 10

*6.7* Timeline 10

6.8 Security 11

6.9 Customer service 11

6.10 Technical support 11

6.11 Quality Control 11

6.12 Opening hours 11

6.13 Resources 11

6.14 Intellectual property 11

7. Additional information 12

7.1 CV 12

7.2 12

7.3 References 12

1. Executive summary

1. Business overview
   1. Business description/concept
   2. Opportunity
      1. Market situation
      2. Solution
   3. Products and services
   4. About <Business Name>
      1. Business History
      2. Business performance
   5. Location / venue / facility / premises
   6. S.W.O.T.
   7. Legals, regulation, insurances and compliance
   8. The Business Owner

* 1. Future product development
  2. Exit strategy

1. The Numbers
   1. Pricing
   2. Start-up costs
   3. Business growth targets
   4. Projections: Profit and Loss
   5. Growth strategy

* 1. Loans and financing

* 1. Break even

1. The Market.
   1. Market overview

* 1. Target markets
  2. Market trends

* 1. Market size
  2. Competition.
  3. Value proposition

1. Marketing and Sales
   1. Marketing overview

* 1. Marketing materials

* 1. Marketing Initiatives
  2. Website
  3. Sales

1. Operations
   1. Overview and Business Process
   2. Suppliers
   3. Inventory, sourcing and logistics
   4. Equipment, IT and Infrastructure
   5. Team
      1. Organisational Chart
      2. Team members
   6. Risks
   7. Timeline
   8. Customer service and support
   9. Opening hours (as needed)
2. Additional information
   1. CV

* 1. References