

Business Plan Template

Congrats on starting your new business!

Investing time and focus in creating a business plan is one of the most valuable activities you can undertake when you’re just starting out. To help you get started we've created this business plan template to give your business the best chance of success.

 A business plan is essential for:

* Determining the feasibility of your business idea
* Shaping the direction of your business
* Securing funding from a financial intuition
* Attracting investors
* Reflecting on your progress and success

Some tips for using this template:

* We’ve added text throughout this guide in italics to help you fill out the sections. You should delete this when your business plan is all complete.
* You don’t need to fill out every section. Some of the sections may not apply to your type of business, so feel free to add or remove sections.
* We’ve set-up styling in this Microsoft Word document so when you add or delete sections the formatting is done for you. The tables will also automatically expand as you’re typing if you need extra space.
* When you’re done we recommend you share your business plan with your business plan with a business advisor or accountant to get their feedback.
* Don’t forget to keep it updated. Over time your business, the market or your objectives may change, and these should be reflected in your business plan.

We hope you find the template useful and good luck with your business!

[Business name]

Business Plan [Year]

Table of contents

Complete you plan, then add a table of contents to make it easy to find each section.

1. Business overview

**Business details**

Business name

Business structure

ABN

ACN

Business location

Business owner

Date established

**Contact details**

Contact name

Phone

Mobile

Email

Address

Website

*The date your business started.*

*Name of business owner(s)*

*Main business location*

*Registered Company Number (If applicable)*

*Registered Australian Business Number*

*Sole Trader/Partnership/Company*

*Add your business name or proposed name*

2. Executive Summary

The executive summary is a brief overview of your business plan. It should be no longer than a page and provide a compelling description of your business. Complete this section when you have finished your business plan.



3. Team & Management

**Organisational structure**

Outline your business structure in an organisation chart. Add your own text, select tiles and right click to ‘add shape’ to add more titles to your chart.

*Add title*

*Add title*

*Add title*

*Add title*

**Key staff**

Who are the people in your business? List out the skills, qualifications and experience they have and how that helps your business. If you don’t have any employees, you can delete this section or use it to plan out required staff. Don’t forget yourself.

**Key staff and advisors**

**Role**

**Skills, attributes, experience**

*Name*

*Job Title*

*Skills and experience*

*Name*

*Job Title*

*Skills and experience*

*Name*

*Job Title*

*Skills and experience*

4. Products and Services

This section of your business plan will look at the products and services you provide. You need to not only list the products/services you sell but describe how your products and services will differ from the competition and why your products and services are needed in the market.

**Categories**

**Details**

Products/services

*Give a description of the product you sell.*

Unique selling position

*Unique selling position: What makes your products/services different from other in the market e.g. what gives you an edge over your competitors.*

Pricing strategy

*How much is your product? Do you have a pricing strategy and why have you chosen this strategy? How do your customers view your products and/or services? Are they a necessity or a luxury?*

Demand

*Demand: How much do you expect an individual customer to buy e.g. do they buy your product once, every month every year etc.*

Market position

*Where does your product/service fit in the market? Are they high-end, competitive or budget? How does this compare to your competitors?*

Distribution

*How will you sell these products or services? What is your distribution channel?*

5. Operations

The operations section of your business plan will deal with the stakeholders, equipment and processes that are necessary for the running of your business.

**Categories**

**Details**

Suppliers

*Who are your main suppliers, what do they provide and what are the terms?*

Premises, assets and equipment

*Does your business own or lease premises and equipment? List your key business equipment including computers, vehicles and machinery.*

Technology

*What software is required by you or your staff*

*e.g. office (word, excel, accounting software, point of sale software.*

Trading hours

*When are you open including holidays and peak trade times?*

Payment and credit policies

*What payment methods do you accept? Do you accept laybys or instalments? What’s your refund policy?*

Insurance

*List out the details of any insurance policies your business has e.g. workers compensation,*

*public liability insurance, professional indemnity, product liability and any building, contents, motor vehicles policies.*

Legal and regulatory

*List the legislation that affects your business*

*e.g. consumer law, Single Touch Payroll, council permits or specific legislation to your industry. Also consider your Intellectual property rights and trademarks etc*

Stock and inventory

*How do you produce your product or service, much do you currently produce? What is your stock turnover? How do you store inventory and what does this cost?*

Data and customer information

*How do you collect, store and use customer information? Is this data backed up, secure and in line with Australian legislation?*

**Succession planning**

If something happened to you or you didn’t want to run your business anymore, what would happen to it? How would you manage this process and how would you ensure your business continued to operate? Have you formally documented your plans?

6. Market analysis

The market analysis section of your business plan helps you gain a better understanding of your market, customers and competitors as well as the strengths and weaknesses of your business.

**SWOT Analysis**

Run an analysis of the internal strengths, weaknesses and the external opportunities and threats for your business.

*Internal strengths that give your business an advantage over competitors.*

*Internal weaknesses in your business that place you at a disadvantage compared to competitors.*

*External opportunities that you could leverage to your advantage.*

*External threats in the market that could cause trouble for your business.*

**Categories**

**Details**

*Market research*

*What is the current state and size of your total market? What is the demand in the market and is there potential for growth? Are there barriers to entry or regulations in your industry that will affect your business?*

*Key customer demographics*

*What is the age, gender, geography, social status, education etc of your target market and why have you chosen this?*

**Competitor Analysis**

The competitor analysis section is about conducting an honest review of your competition. Find out who your competitors are, what niche they each serve, and where their strengths lie. Use the information to figure out where you fit in the market, and how you can maximise that position.

**Competitor name**

**Market share**

**Size**

**Value to customer**

**Strengths**

**Weaknesses**

*Add competitor 1*

*Percentage of market share*

*Number of staff and/or turnover*

*What makes them unique?*

*What are their main strengths?*

*What are their main weaknesses?*

*Add competitor 2*

*Percentage of market share*

*Number of staff and/or turnover*

*What makes them unique?*

*What are their main strengths?*

*What are their main weaknesses?*

*Add competitor 3*

*Percentage of market share*

*Number of staff and/or turnover*

*What makes them unique?*

*What are their main strengths?*

*What are their main weaknesses?*

7. Marketing and promotion

Now it’s time to think about how you’ll promote your own business. How will customers hear about your product, what channels will you market your product/service in and what’s going to keep them coming back? Use this table to map out marketing activities.

**Marketing Type**

**Objectives**

**Key message**

**When**

**Where**

**Cost/return**

Website

*What do you want to achieve?*

*What’s the key message?*

*When will this activity run?*

*Where will this activity run?*

*What’s the cost and return of this activity?*

Social Media

*What do you want to achieve?*

*What’s the key message?*

*When will this activity run?*

*Where will this activity run?*

*What’s the cost and return of this activity?*

Digital/emails

*What do you want to achieve?*

*What’s the key message?*

*When will this activity run?*

*Where will this activity run?*

*What’s the cost and return of this activity?*

Events

*What do you want to achieve?*

*What’s the key message?*

*When will this activity run?*

*Where will this activity run?*

*What’s the cost and return of this activity?*

Publications

*What do you want to achieve?*

*What’s the key message?*

*When will this activity run?*

*Where will this activity run?*

*What’s the cost and return of this activity?*

Loyalty Programs

*What do you want to achieve?*

*What’s the key message?*

*When will this activity run?*

*Where will this activity run?*

*What’s the cost and return of this activity?*

[Other]

*What do you want to achieve?*

*What’s the key message?*

*When will this activity run?*

*Where will this activity run?*

*What’s the cost and return of this activity?*

8. Financial analysis

**Financial objectives**

List your key financial objectives e.g.

* Sales targets
* Profit targets
* Cost reduction targets

**Funding**

If your business has obtained funding, list the details the initial amount, repayments and any debt outstanding.

**Past and present financial position**

Give a breakdown of key financial measures such as sales, revenue, cash flow and profit growth. Compare this across years to show growth and the trend of your business growth. What are your projected results over the next 1, 2, 3 and 5 years? Remember to define any assumptions you make.

**Financial reports and forecasting**

Include a copy of these financial documents:

* Start-up cost breakdown
* Break-even analysis
* Cash flow forecast
* Profit and loss forecast
* Balance sheet forecast

9. Future

**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? Are they SMART (specific, measurable, attainable, realistic and time-bound)?

**Short-term goals: 1 - 3 Year**

**How will you achieve this?**

**Deadline**

**Responsibility**

**...**

**...**

**...**

**...**

**...**

**...**

**...**

**...**

**...**

**...**

**...**

**...**

**Short-term goals: 1 Year**

**How will you achieve this?**

**Deadline**

**Responsibility**

**...**

**...**

**...**

**...**

**...**

**...**

**...**

**...**

**...**

**...**

**...**

**...**

10. Appendix

*If you have any supporting documents add them into the appendix. These may include market research, surveys and resumes etc.*