Business Plan Template

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**Business plan executive summary**

The business plan executive summary should provide an overview of the business plan. It needs to be succinct in providing the key details of the plan.

**Business description and vision**

The information for this section should include the history of the business, the vision for the business and the plans for growth of the business

**Products and services**

Provide an overview of the products and or services that the business provides to customers. Include in this section information on any new products or services that will be available if the loan is approved.

**Market definition and analysis**

Include an overview of the target market for the business, any key industry trends and or growth and the main marketing strategies undertaken by the business and the success of these strategies.

**Organisation and management**

Brief detail on the management structure, key staffing positions and any changes in staffing requirements when the loan is approved.

**Business operations**

Provide a short overview of the business operations including any key risk management strategies the business has implemented and key compliance requirements if relevant (accreditation, OH&S etc.)

**Financial forecasts**

This section should contain a summary of the key financial results from the detailed financial forecasts. For example, the budgeted profit for each year of the forecasts prepared, summary of annual income and closing cash position for each year of the forecasts. You may also like to include any significant assumptions that have been included in the forecasts such as increases to staffing and also the results of the sensitivity analysis.

1. **Business Details**

|  |  |
| --- | --- |
| Name of company |  |
| Registered address |  |
| Company ownership |  |
| Place of business |  |
| ABN /ACN |  |
| Tax File Number |  |
| Email address |  |
| Web address |  |
| Social media |  |

1. **Business description**

Outline what your core business is and any potential Information in this section should include location, history, legal structure, assets and ownership details of the business. Details of the owners’ qualifications, licenses relevant to the business and experience in the industry will strengthen this section of the business plan. You may like to include photos of your premises, equipment etc. in this section.

1. **Business strategic direction**

In this section, you need to provide an outline of the future of the business. Information should include:

* Vision statement - a statement that describes the company’s future – the direction it is headed, what the business does for the customer, the market position it should try to occupy, the business activities to be pursued and the capabilities it plans to develop. It answers the question of where the business will be in three to five years and how will it get there
* Plans for growth of the business outlined in a table format below

**Year 1 –** Describe all the key objectives you need to achieve in the next year of operation

|  |  |  |
| --- | --- | --- |
| **Key objectives** | **Description** | **How you will achieve this** |
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**Year 2 -** Describe all the key objectives you need to achieve in the following year of operation

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| --- | --- | --- |
| **Key objectives** | **Description** | **How you will achieve this** |
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**Year 3 -** Describe all the key objectives you need to achieve in the third year

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| --- | --- | --- |
| **Key objectives** | **Description** | **How you will achieve this** |
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1. **Products and services**

This section of the document should provide information about the products and/or services provided to your customers. The information should include:

* The key features of your products/services
* The benefits of your products/services – what value does your product/services provide to your customer, do they satisfy your customers’ needs, what problems do you solve for your customers
* Any limitations of your products/services
* The cost and sale price of your products/services or detail on pricing if there is a large volume of products/services
* Any potential substitutes for your products/services
* Competition analysis – including main competitors and points of difference between your business offer and your competitors

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| --- | --- | --- |
| **Product/ service** | **Description** | **Pricing** |
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1. **Market Definition and Analysis**

The information in this section of the plan should answer these questions:

* Who is your target market?
* The demographic of your target market and customers/market analysis – this means where your customers are placed, gender, age, potential customer base (i.e. “We service customers in the Parramatta region between the ages of 18 to 35. ABS statistics state that there are 49,726 people within this age group living in Parramatta)
* Growth potential of your target market
* Industry trends
* SWOT analysis – strengths, weaknesses, opportunities and threats

**Value add to your business**

|  |  |
| --- | --- |
| **Strengths** | **Opportunities** |
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| **Internal focus** | **External focus** |
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| **Weaknesses** | **Threats** |
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**Develop or manage with risk management strategies**

* Details of the competition – you should include how you differentiate your offer from the competition
* Current and potential marketing strategies –the goals you want to achieve and the strategies to achieve these

1. **Overview of Organisation and management**

This section should provide a current organisation chart and the new organisation chart if this is going to change.

Other information should include:

* Key management personnel – responsibilities, qualifications, term of employment, experience and track record

**Key management personnel**

Describe the key positions in the business and the reporting structure

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Title /Role** | **Name** | **Term of employment** | **Qualifications** | **Key responsibilities** | **Reports to** |
| Manager/Director |  |  |  | * Manage all aspects of the business * Lead and manage staff * Deliver quality services * Maintain business reporting responsibilities * Promote and expand business services |  |
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* Current and potential skills gaps and how you will address these issues

Key staff development and training

Provide details of development and training required and by whom to ensure the success of your business

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| **Skills gap** | **Training required** | **Who** |
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1. **Business Operations**

An outline of both the current and potential key business operations should be provided in this section. Possible information to include:

* Risk management
* Occupational Health and Safety
* Key areas of operations
* Key suppliers
* Technology and systems
* Insurance

**Business risks**

Describe all major risks to the business and provide detail on how you intend to manage those risks.

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| --- | --- | --- |
| **Risk event** | **Likelihood** | **Action to mitigate / reduce** |
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**OH&S requirements**

Set out in broad terms your Occupational Health and Safety requirements and the processes you have in place to meet those requirements.

**Industry regulations – Licence and regulatory information**



Detail all licences/ accreditation etc. required for the business and what agency requires the licence.

|  |  |  |
| --- | --- | --- |
| **Topic** | **Licence/permit – include expiry dates if applicable** | **Agency** |
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**Computers and technology**

Provide detail of key technology

|  |  |
| --- | --- |
| **Suppliers / service providers** | |
| **Service provided** | **Name and contact details** |
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1. **Action Plan**

An action plan should include all the required activities that need to be undertaken to achieve the key objectives of the business plan, who will be responsible and when each activity is to be achieved by.

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| --- | --- | --- |
| **Task** | **Date to Finish** | **Person responsible** |
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1. **Financial Forecasts**

The financial forecast should reflect the new conditions if the loan was approved. Loan repayments and fees will need to be included. You may not be sure of what the interest rate or amount of loan repayments are, however you need to make a realistic estimate – be on the conservative side. You may like to ask your bank or advisor to help you with this.

The forecasts need to include:

* List of the key assumptions that have been used in the forecasts. If you have used external information, include where you have obtained this information
* Budgeted Profit and Loss statements for each year of the expected term of the loan or three years minimum. The budgets should be written as if the loan has been approved
* Break even calculations – how much income do you need to cover all your fixed costs, including interest costs as if the loan has been approved
* Budgeted balance sheets for each year of the expected term of the loan or three years minimum. The budgets should be written as if the loan has been approved
* Detailed cashflow forecasts for each year of the expected term of the loan or three years minimum. The budgets should be written as if the loan has been approved
* Incorporate your sensitivity analysis or ‘what if’ scenarios, for example, what if sales fall by 10%”
* Key financial target that needs to be monitored to ensure forecasts are achieved

**Templates provided on Excel Spreadsheet**

**You can find the Excel spreadsheet on the Resources page of the main site.**