## BUSINESS PLAN TEMPLATE

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

**BUSINESS STRUCTURE**

|  |  |
| --- | --- |
| NAME OF BUSINESS |  |
| MAIN TYPE OF BUSINESS OR ACTIVITY |  |
| PHYSICAL LOCATION OF BUSINESS |  |
| BUSINESS TAX IDENTIFICATION NUMBER |  |
| DATE ESTABLISHED |  |
| RELEVANT OWNERS EXPERIENCE |  |

## 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]*

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### **THE BUSINESS**

**THE MARKET**

**MARKETING STRATEGY**

| **Product/Service**[*Product/service name*] | **Description**[*Brief product/service description*] | **Price**[*Price including VAT*] |
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**TARGET MARKET**

*[Outline the customers/consumers mostly likely to want or use the services your business intends to offer]*

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**MARKET POSITION**

*[Online how best you intend to market your business product and services to influence the perception of your customers/consumers]*

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**UNIQUE SELLING POINT**

*[Outline the unique selling proposition that your business intends to offer]*

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**ANTICIPATED DEMAND FOR THE PRODUCT**

*[Detail the anticipated quantity of products and services that your customers is most likely to purchase or use]*

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**PRICING STRATEGY**

*[Outline the pricing model or methods you business intends to incorporate to maximise product demand from your customers]*

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**THE FUTURE OF BUSINESS**

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| --- | --- |
| VISION STATEMENT FOR BUSINESS |  |
| GOALS/OBJECTIVE FOR BUSINESS |  |

**ORGANISATIONAL CHART**

[*Outline your business structure in an organisation chart.*]

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**THE FINANCE**

[*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?*]

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### **OPERATIONAL PLAN**

**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?*]

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**SUPPLIERS**

*[Who are your main suppliers? What do they supply to your business?* *How will you maintain a good relationship with them?]*

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### **RISK MANAGEMENT**

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

| **RISK***Description of the risk and the potential impact to your business.]* | **LIKELIHOOD**[*Highly Unlikely, Unlikely, Likely, Highly Likely*] | **IMPACT**[*High, Medium, Low*] | **STRATEGY**[*What actions will you take to minimise/mitigate the potential risk to your business?*] |
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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** |
| --- | --- |
|  | *[e.g High rental costs]*  |

| **Opportunities** | **Threats** |
| --- | --- |
|  | *[e.g Cash flow problems]* |

**SUSTAINABLE DEVELOPMENT GOALS**

[*Please outline how your business contributes to the Sustainable Development Goals (‘SDGs’)*]

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**THREE YEARS FORCASTED CASHFLOW**

| **EXPECTED CASH FLOW [YEAR]** | **Year 1** | **Year 2** | **Year 3** |
| --- | --- | --- | --- |
| OPENING BALANCE | $0 | $0 | $0 |
| Cash incoming |   |   |   |
| Sales |   |   |   |
| Asset sales |   |   |   |
| Debtor receipts |   |   |   |
| Other income |   |   |   |
| Total incoming | $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) |   |   |   |
| Total outgoing | $0 | $0 | $0 |
| Monthly cash balance | $0 | $0 | $0 |
| CLOSING BALANCE | $0 | $0 | $0 |