Insert Company Address/Contact details

Insert your logo here

**Company Business Plan for:**

**Author:**

**Date:**

Table of Contents

[**1. Executive Summary** 3](#_Toc315775014)

[**2. Business Details** 3](#_Toc315775015)

[**3. Organisation Chart** 4](#_Toc315775016)

[**4. Management and Ownership** 4](#_Toc315775017)

[**6. Vision, Mission, Values and Purpose** 6](#_Toc315775019)

[**7. Key Personnel** 6](#_Toc315775024)

[**8. Training Programs** 7](#_Toc315775025)

[**9. Products/Services** 8](#_Toc315775027)

[**10. Pricing** 9](#_Toc315775028)

[**11. Innovation** 9](#_Toc315775029)

[**12. Insurance** 10](#_Toc315775032)

[**13. Plant and equipment** 11](#_Toc315775039)

[**14. Operations** 12](#_Toc315775041)

[**15. S.W.O.T. analysis** 14](#_Toc315775056)

[**16. The Market** 15](#_Toc315775057)

[**17. Customer Profile** 17](#_Toc315775059)

[**18. Profiling Competitors** 17](#_Toc315775060)

[**19. Sales & Marketing** 19](#_Toc315775062)

[**20. Goals/Objectives** 23](#_Toc315775066)

[**21. The Finances** 26](#_Toc315775071)

[**22. Risk management** 31](#_Toc315775079)

[**23. Supporting Documentation** 32](#_Toc315775081)

# **1. Executive Summary**

*(to be completed after all other sections)*

# **2. Business Details**

**Company name:**

**Address:**

**Telephone number:** **Registration Number**

**Trading Name** **Date Registered**

**Locations Registered       ABN**

**ACN       GST**

**Domain Name**

**Licenses and Permits Registered**

**Business Structure (sole trader/partnership/trust/company)**

**The business will: (Provide a brief description of what your business will do and the products/services offered)**

**Business Location       Lease/Buy**

# 

# **3. Organisation Chart**

# 

# **4. Ownership & Directors**

**Owners/Director(s):**

**Name:**

**Job Title/Position/main responsibilities:**

**Previous industry knowledge/Experience:**

**Previous employment:**

**Key skills brought to the business:**

**Academic/professional qualifications:**

**Most recent salary $:**

**5. Business Overview**

*(What the business does)*



## Business Originality

*(What makes the business stand out from others?)*



**Unique features:**



# 

# **6. Vision, Mission &Values**

## Vision statement

*(A brief outline your future plan and aims for the business)*

## Mission statement

*(how to achieve the vision)*

## Values of the business

# **7. Key Personnel**

**Current Staff**

|  |  |  |  |
| --- | --- | --- | --- |
| **Job Title** | **Name** | **Expected staff turnover *(mths or years)*** | **Skills, strengths and experience** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Required Staff**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Job Title** | **Quantity** | **Expected staff turnover** | **Required experience and skills** | **Date required** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**Recruitment options**

*(Outline your policy and procedures for future recruitment)*

# **8. Training**

*(Outline how you plan to train new staff to ensure they clearly understand the corporate vision/plan and learn any skills required to perform their job effectively.)*

**Skills**

*(Outline your strategy for ensuring your staff’s job skills are up to date and in line with the company vision)*

# 

# **9.** [**Products/Services**](#_Alignment_:_Product)

|  |  |  |
| --- | --- | --- |
| **Product/Service** | **Description** | **Price (inc GST)** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**Market position:** *(Market position occupied by your company in relation to your competitors?*)

**Anticipated demand:**

**Value to customer:**

**Product or Service Growth potential:**

10. Pricing  
 **Methods used to calculate pricing structures:**



**Competitor comparision:**

|  |  |  |
| --- | --- | --- |
| **Product/service** | **Your price(s)** | **Range of competitor prices (per unit)** |
|  | £ | £ |
|  | £ | £ |
|  | £ | £ |
|  | £ | £ |
|  | £ | £ |
|  | £ | £ |

**Price differential reasons:**



# **11. Innovation**

## Research & development (R&D)/innovation activities

*(List your R&D strategies and activities implemented to encourage innovation)*

## Intellectual property strategy

*(List your innovation protection strategies and any current trade marks)*

# 

# **12. Insurance**

## 

## Workers compensation details:

## Public liability insurance details:

## Professional indemnity details:

## Product liability insurance:

## Business asset insurance:

## Business revenue insurance:

# **13. Plant and equipment**

|  |  |  |  |
| --- | --- | --- | --- |
| **Equipment** | **Date Purchased** | **Purchase price** | **Running cost** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Inventory

*(attach a separate list if required)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Inventory item** | **Unit price** | **Quantity in stock** | **Total cost** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

# **14. Operations**

## Technology required and costings :

Trading hours:

Peak times:

Communication channels**:** *(i.e. email, fax, telephone, website etc)*

## Payment types accepted:

## Credit policy and collection strategies:

## Warranties, Guarantees & refunds terms and policy:

Quality control processes:

## Memberships and affiliations:

## Sustainability plan

## Environmental/resource impacts:

## Community impact and engagement:

*(How can you engage the local community and minimise environmental impact?)*

## Risks/constraints:

*(With regard to the environmental impact)*

## Strategies:

*(What strategies will you put in place to minimise/mitigate your environmental impact and risks to your business? i.e. environmental audit, environmental management system?)*

## Environmental Action plan:

|  |  |  |
| --- | --- | --- |
| **Sustainability milestone** | **Target** | **Target date** |
| [i.e. *Reduce water consumption*] | [*60% reduction*] | [*2016*] |
|  |  |  |
|  |  |  |
|  |  |  |

# **15. S.W.O.T. analysis**

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
|  |  |
| **Opportunities** | **Threats** |
|  |  |

# **16. The Market**

**Market Trends:**



**Research Methods used for evaluating Market Trends:**

## Product / Service alignment to meet markets requirements

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **PRODUCT/SERVICE** | | | **THE MARKET** | | |
| **Product/Service** | **Description** | **Price (inc GST)** | **Target Customer/Sector** | **Best advertising / Marketing medium** | **Decision maker** |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

## 

# **17. Customer Profile**

**The business will target the following customers;**

**Research shows customers want;**

**Research used to evaluate what customers want;**

# 

# **18. Profiling Competitors**

|  |  |  |
| --- | --- | --- |
| **Competitor name** | **Strengths** | **Weaknesses** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**How you can improve on their offer and/or price(s):** *(Use as many fields as is applicable and add more if you need to.)*



# **Competitor details**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Competitor** | **Established date** | **Size** | **Market share (%)** | **Value to customers** | **Strengths** | **Weaknesses** |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

# **19. Sales & Marketing**

**Advertising and promotional strategy – 12 months**

|  |  |  |  |
| --- | --- | --- | --- |
| **Planned promotion /advertising type** | **Expected business improvement** | **Cost ($)** | **Target date** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Sales and marketing objectives

*Sales Team:*



*Sales Techniques used:*



*Equipment, tools or material used to assist sales of products/services:*



*Sales goals/targets:*



## Sales and distribution methods/channels

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Method/Channel type** | **Products/services** | **Percentage of sales (%)** | **Advantages** | **Disadvantages** |
| (*e.g. Internet, email, direct mail, TV, export or wholesale*) | *(Products/services sold via this channel*) | (*Expected percentage of sales via this channel?*) | (*Advantages of using this method/channel)* | *(Disadvantages of using this method/channel and how to overcome them)* |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

## Marketing budget [YEAR] (*Double-click the table above to enter your details or attach your own budget at the back of this business plan.*)

# **20. Goals/Objectives**

## **Business** Vision (concept for the business)



## The Goals for the Business *(what you would like to achieve in 1st year?)*



**What would you like to achieve in year 2 - 5?**



### Goal Outline – 12 months, 5 and 10 years

[*What are your short, medium & long term goals?*]

|  |  |  |
| --- | --- | --- |
| **12 months** | **Five Years** | **Ten + Years** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

### 

### 90 Day Action Plan

Date range \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |
| --- | --- | --- |
| **Task** | **Who** | **When** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

# **21. The Finances**

## Key objectives and financial review

**Financial objectives**



**Finance required**



## Financial Assumptions



### Start-up costs for [YEAR]

[*Double-click on the tables below to enter your details*.]



### Balance sheet forecast



### Profit and loss forecast

****

### Expected cash flow



### Break-even analysis



# 22. **Risk management**

|  |  |  |  |
| --- | --- | --- | --- |
| **Risk** | **Likelihood** | **Impact** | **Strategy** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Legal considerations that impact on the running of your business



**Solutions, Reduction of Risks, Ways to manage risks:**



# 23. Supporting Documentation