

[Insert your business logo]

[Enter your business name]

Business plan

Date: Select a date

Key details

Registration details

Business name
Registered or proposed name.

Date registered

Select date

State registered in

Select state/territory

Business structure

Select structure

Australian business number (ABN)

Australian company number (ACN)
If a company.

Licences and permits
Australian, state and local.

[Examples: disposal of waste, safe food preparation]

Contact details

Name

Phone

Mobile

Email

Address

Online and social media details

Address/details

Website

Select type

Select type

Select type

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The business

Plan summary

What our business does

The products or services we sell.

Our target market

Our unique selling point

Our business goals

Our history

Industry experience, major achievements.

Our why

The inspiration behind the business.

Our vision

Our hopes, dreams and where we aim to go.

Our mission

Who we are and why we exist.

Operations

Products and services

What we're selling.

Product/service	Description	Unit price (incl. GST)
		\$
		\$
		\$

Production

How we produce our products or services and where we get our main supplies from.



Sales and distribution channels

The channels we'll use to distribute our product or service to customers.

Channel	Used for	Details
Select a channel		
Select a channel		
Select a channel		
Select a channel		

Digital technology

Technology we plan to use for our business.

Information management

How we collect, store and use customer information.

Assets

Premises

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Equipment

Equipment	Date bought or leased	Cost (\$)
<i>[Examples: computers, machinery, vehicles]</i>	Select date	
	Select date	
	Select date	
	Select date	

Intellectual property

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Key people

Our staff

Role	Name	Skills and experience
	If role is filled.	
<i>[Examples: owner, manager, casual employee]</i>		

Sources of advice and support

External people or organisations that provide support to our business.

Support type	Name	Skills and experience

Skill and staff retention strategies

How we keep our staff working for us and maintain their skills.

The market

The problem

The market problem/s that we aim to solve for customers.

Our solution

How our business solves the problem – our unique selling point. This is how we'll succeed in the market.

Our target market

The group of customers that we aim to sell our products or services to.

Advertising and promotion

The channels we'll use to communicate with our target customers.

Channel	Used for	Details
Select a channel		
Select a channel		
Select a channel		
Select a channel		



The competition

The top 3 businesses we're competing against, what they do well and not so well. What we'll do differently to succeed in the market.

Competitor name			
Strengths			
Weaknesses			
What we'll do differently			

Pricing strategy

How we set prices for our products/services.

SWOT analysis

Our business strengths, weaknesses, opportunities and threats.

Strengths

What's good about our business.

Weaknesses

What's not so good about our business.

Opportunities

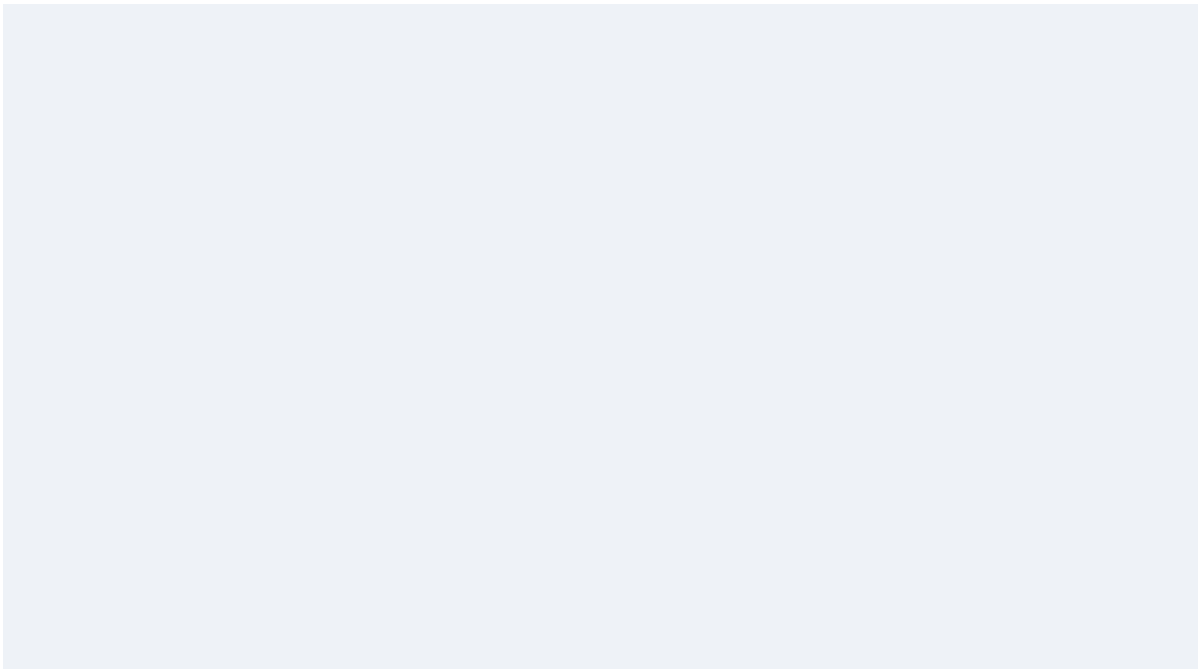
External factors we could take advantage of.

Threats

External factors that could cause problems for us.



How we'll address each weakness and threat



Risk management

Risk assessment

Risks that could impact our business and what we'll do to protect it.

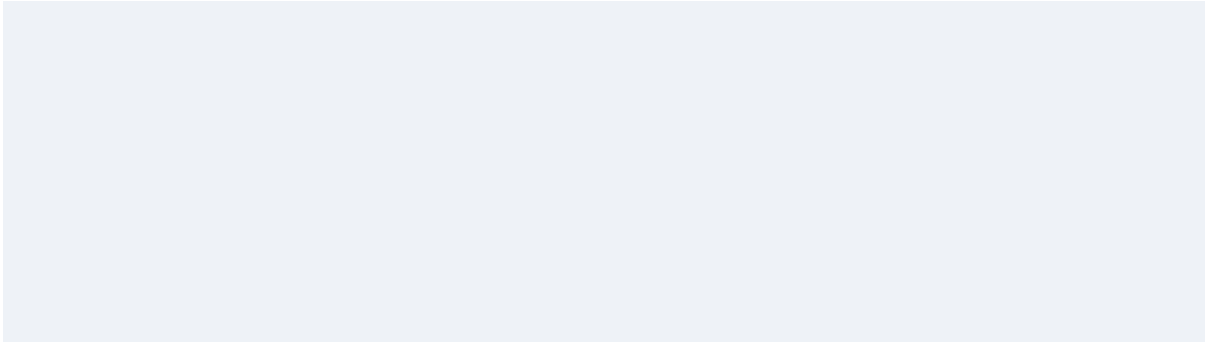
Risk/impact description	Likelihood	What we'll do to reduce this risk
	Select level	
	Select level	
	Select level	
	Select level	
	Select level	

Insurance

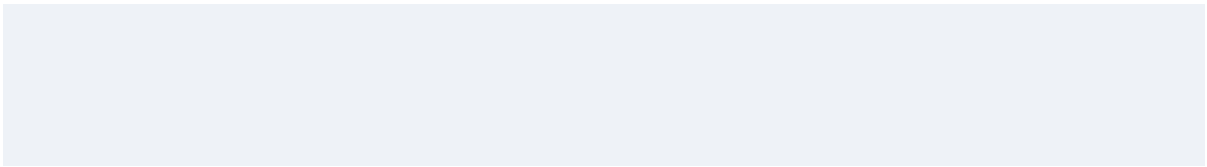
The insurance we have or need.

Insurance type	Details
Select type	
Select type	
Select type	
Select type	
Select type	

Succession plan



Laws we'll need to comply with



Goals and actions

Goals for next year

	<i>[Enter a goal]</i>	<i>[Enter a goal]</i>	<i>[Enter a goal]</i>
Actions to achieve goal	<ul style="list-style-type: none">• <i>[Action]</i>• <i>[Action]</i>• <i>[Action]</i>	<ul style="list-style-type: none">• <i>[Action]</i>• <i>[Action]</i>• <i>[Action]</i>	<ul style="list-style-type: none">• <i>[Action]</i>• <i>[Action]</i>• <i>[Action]</i>
Due date	Select date	Select date	Select date
Who's responsible			

Goals for the next 3 years

	<i>[Enter a goal]</i>	<i>[Enter a goal]</i>	<i>[Enter a goal]</i>
Actions to achieve goal	<ul style="list-style-type: none">• <i>[Action]</i>• <i>[Action]</i>• <i>[Action]</i>	<ul style="list-style-type: none">• <i>[Action]</i>• <i>[Action]</i>• <i>[Action]</i>	<ul style="list-style-type: none">• <i>[Action]</i>• <i>[Action]</i>• <i>[Action]</i>
Due date	Select date	Select date	Select date
Who's responsible			
