[Enter your business name]

Business plan

**Date:** Select a date

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# The business

## Plan summary

[Complete this section last so you can summarise informationfrom the rest of your plan.]

|  |  |
| --- | --- |
| **What your business will do** |  |
| **Your target market** |  |
| **Your unique selling point** |  |
| **Your business goals** |  |
| **Your history**  Industry experience, business ownership experience, major achievements. |  |

## Your vision

What you aim to achieve.

| [Example: To be the go-to supplier of high quality, sustainable coffee in Australia and reduce environmental impacts through promoting sustainable shopping practices.] |
| --- |
|  |

## Your why

[Consider why you are starting this business. Why are you personally invested in this business idea?]

|  |
| --- |

## Operations

Will you maintain a direct and continuous involvement in operations? If no, what are the proposed arrangements?

|  |
| --- |

### Products and/or services you are selling

| Product/service | Description | Projected Unit price |
| --- | --- | --- |
|  |  | $ |
|  |  | $ |
|  |  | $ |

### Production

How you will produce your products or services and where you will get your main supplies from.

|  |
| --- |

### Sales and distribution channels

The channels you’ll use to distribute your product or service to customers.

| Channel | Used for | Details |
| --- | --- | --- |
| *[Eg website, shopfront]* | [Example: Selling our coffee beans online] | [Example: Selling our coffee beans internationally online.] |
|  |  |  |

### Assets

#### Premises

[Describe your proposed business premises, the location, facilities and whether you will own or lease them.]

|  |
| --- |

#### Stock and inventory

[What stock will you need to have? Describe how you store and manage stock.]

| [Example: We will need 300 kg of coffee beans on hand. We store stock onsite and it is replaced every 2 months.] |
| --- |

#### Equipment

| **Equipment** | **Estimated Cost ($)** |
| --- | --- |
| [Examples: computers, machinery, vehicles] |  |
|  |  |
|  |  |

### Intellectual property

List any intellectual property that you have registered or need to protect.

|  |
| --- |

## Key people

### Your staff

| Role | Salary | Skills and experience |
| --- | --- | --- |
|  |  |  |
|  |  |  |
|  |  |  |

List any staff required for your business. Include yourself and list any necessary skills and relevant business experience.

#### Ownership and Management Structure

|  |
| --- |
|  |

Who are the owners, directors, partners, CEO/managers, shareholders (as applicable)?

### Sources of advice and support

External people or organisations that will provide support to your business. This could include a business mentor, your accountant, a valued supplier or even an industry association.

| **Support type** | **Name** | **Skills and experience** |
| --- | --- | --- |
|  |  |  |
|  |  |  |
|  |  |  |

### Skill and staff retention strategies

How you will keep your staff working for you and maintain their skills.

|  |
| --- |

#### Job creation

|  |
| --- |
|  |

How many employees will your business have when it starts? How many employees do you expect to have at the end of your first year in operation?

# The market

## The problem

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

| [What issues do your potential customers face in the market? Is there a lack of your service type in a particular suburb? Is the product supplied by other businesses expensive?] |
| --- |

## Your solution

How your business solves the problem – your unique selling point. How you will succeed in the market.

|  |
| --- |

## Why South Australia?

Describe the specific opportunity you have identified in South Australia that you want to pursue?

|  |
| --- |

## Your target markets

The group of customers that you aim to sell your products or services to.

|  |
| --- |
| [Example: Our products are targeted at adults over 30 with a medium to high disposable income.] |

## Market research

Describe the market research you have undertaken and the results. Provide evidence.

|  |
| --- |

## Advertising and promotion

The channels you will use to communicate with your target customers.

| **Channel** | **Used for** | **Details** |
| --- | --- | --- |
| Select a channel | [Example: Promotion prior to launch.] |  |
| Select a channel |  |  |

## The competition

The top 3 businesses you will be competing against, what they do well and not so well.

|  |  |  |  |
| --- | --- | --- | --- |
| **Competitor name** |  |  |  |
| **Strengths** |  |  |  |
| **Weaknesses** |  |  |  |
| **What you’ll do differently** |  |  |  |

## Pricing strategy

[Explain your [pricing strategy](https://www.business.gov.au/products-and-services/develop-a-pricing-strategy) and why you chose it.]

How we set prices for our products/services.

|  |
| --- |

## Growth strategy

[Explain how you plan to grow your business once it is established]

|  |
| --- |

## SWOT analysis

Your business strengths, weaknesses, opportunities and threats.

|  |  |
| --- | --- |
| **Strengths**  What’s good about our business. | [Example: Premises are in a high traffic area with good visibility.] |
| **Weaknesses**  What’s not so good about our business. | [Example: The business has no business website and there are high rental costs.] |
| **Opportunities**  External factors you could take advantage of. | [Example: The market is growing rapidly.] |
| **Threats**  External factors that could cause problems for you. | [Example: A new competitor could target the same market.] |

How you’ll address each weakness and threat

|  |
| --- |

# Risk management

## Risk assessment

Risks that could impact your business and what you’ll do to protect it.

| **Risk/impact description** | **Likelihood** | **What you’ll do to reduce this risk** |
| --- | --- | --- |
|  | Select level |  |
|  | Select level |  |

## Succession plan

*[What will you do if you decide to step down from your business? Do you have a plan in place in case something happens to you? Who would take over your business?]*

| [Example: If the current owner decides to step down, the position will be offered to other business partners. The current owner will be paid out for their share and step down to an advisory role.] |
| --- |

## Laws you’ll need to comply with

[List the [laws that impact on your business](https://www.business.gov.au/planning/new-businesses/legal-essentials-for-business) including [laws specific to your industry](https://www.business.gov.au/planning/industry-information).]

| [Examples: fair trading/consumer laws, employment laws, state licences] |
| --- |

# Finances

## Start up costs

Breakdown the total costs of starting your business, including the purchase price if you are buying an existing business.

|  |  |
| --- | --- |
| Cost description | $ Amount |
| *[Eg purchase price, working capital, initial stock, wages, training, premises/leasing, legal/accounting costs, registrations, insurance, plant and equipment etc]* | $ |
|  | $ |
|  | $ |
|  | $ |
|  | $ |

## Finance needed and sources of funding

How much money you’ll need and what it’s for. Describe sources and amounts of funding that your business will receive. Include your own investment in your business.

|  |
| --- |

## Balance forecast

A summary of your forecast balance for the 3 years following your business commencement.

|  | **[Year 1]** | **[Year 2]** | **[Year 3]** |
| --- | --- | --- | --- |
| Total assets | $ | $ | $ |
| Total liabilities | $ | $ | $ |
| Net assets | $ | $ | $ |

## Profit and loss forecast

Your forecast profit/loss for the next 3 years.

|  | [Year 1] | [Year 2] | [Year 3] |
| --- | --- | --- | --- |
| Gross profit/net sales | $ | $ | $ |
| Total expenses | $ | $ | $ |
| Net profit/loss | $ | $ | $ |