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# **BUSINESS PLAN**

**(business name)**

**Prepared by**

**(name)**

**(date)**

## TABLE OF CONTENTS

### Executive Summary

#### 1. The Marketing Plan

- 1.1 Environmental analysis
- 1.2 Product(s)/service(s)
- 1.3 Customer demographics
- 1.4 Competition and competitive advantage
- 1.5 Price strategy
- 1.6 Advertising and promotional strategy
- 1.7 S.W.O.T. analysis
- 1.8 Market research
- 1.9 Market targets

#### 2. The Operations Plan

- 2.1 Business structure
- 2.2 Scope of operation
- 2.3 Regulatory issues
- 2.4 Insurance
- 2.5 Business premises
- 2.6 Location
- 2.7 Production arrangements
- 2.8 Distribution (place) arrangements
- 2.9 Credit terms
- 2.10 Plant and equipment
- 2.11 Quality control
- 2.12 Memberships and affiliations
- 2.13 Communications
- 2.14 Trading hours
- 2.15 Commencement date

#### 3. The Organisation Plan

- 3.1 Organisation structure
- 3.2 Skills required
- 3.3 Personnel
- 3.4 Resumes

#### 4. The Financial Plan

- 4.1 Financial strategy
- 4.2 Establishment costs and source of funds
- 4.3 Balance Sheet projections
- 4.4 Profit and Loss projections
- 4.5 Expected Cash Flow projections
- 4.6 Break Even Cash Flow projections

### Appendices











Activities Chart Promotions

TASK	DATE REQ'D	COST	EXPECTED RESULT
<b>TOTAL COST</b>			

**1.7 S.W.OT. analysis**

- A grid identifying your Strengths, Weaknesses, Opportunities and Threats.
- Include a discussion of how you will take advantage of the strengths and opportunities and what action you will take to counter the weaknesses and threats.

<b>Strengths</b>	<b>Weaknesses</b>
<b>Opportunities</b>	<b>Threats</b>



















### 2.14 Trading hours

- What will your trading hours be?

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### 2.15 Commencement date

- When will you start the business?

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### 3. THE ORGANISATION PLAN

#### 3.1 Organisational structure

- What positions are there in the business?
- Include diagram of structure, if required.

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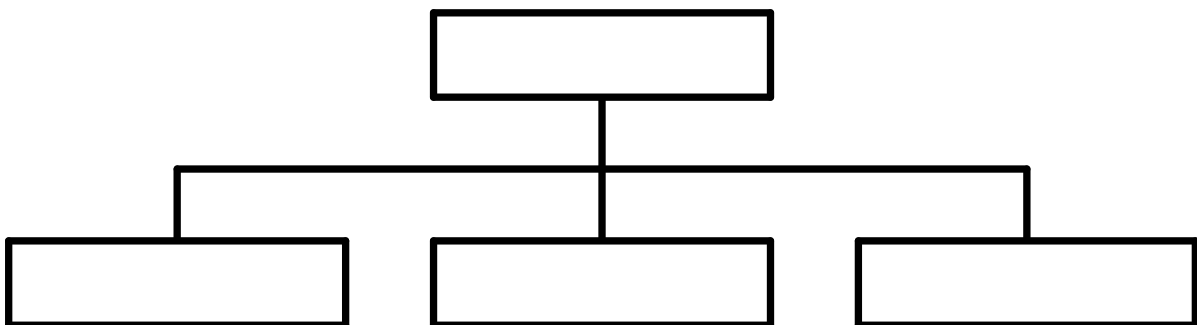
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## Organisation Chart





### 3.4 Resumes

- Include brief resumes of the main personnel. (If they are detailed, it is better to include them as an appendix.)

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## 4.2 Establishment costs and source of funds

ITEM	ALREADY OWN OR PAID \$	OWN FUNDS \$	OTHER LOANS \$	TOTAL \$
<b>ESTABLISHMENT COSTS:</b>				
Accountant fees				
Solicitor fees				
Advance rent/lease deposit				
Initial insurance premiums (list)				
Advertising and promotion				
Telephone installation				
Printing/stationery				
Registration/licenses (list)				
Initial workers compensation				
Other				
<b>EQUIPMENT PURCHASES:</b>				
Equipment/machinery				
Vehicles				
Mobile phone				
Fax machine				
Other				
Other				
Other				
Other				
<b>INITIAL RAW MATERIALS</b>				
<b>WORKING CAPITAL</b>				
<b>TOTALS</b>				

### 4.3 Balance Sheet projections

- Include a balance sheet (for commencement) and discuss.

<b>Current Assets</b>	<b>Current Liabilities</b>
<b>Fixed Assets</b>	<b>Long Term Liabilities</b>
	<b>Owner's Equity (Proprietor's Funds)</b>
<b>Total Assets</b>	<b>Total Liabilities + Equity</b>

#### 4.4 Profit and Loss projections

- Include a projected profit and loss at end of first 12 months and discuss.

	Amount (GST inclusive)	GST component
<b>(A) SALES</b>		
less Cost of Goods Sold		
less GST collected		
<b>(B) GROSS PROFIT GST exclusive</b>		
<b>OVERHEAD COSTS</b>		
Accounting fees		
Advertising		
Bank charges		
Bank interest		
Depreciation		
Electricity and gas		
Equipment hire/lease		
Insurance		
Legal fees		
Motor vehicle expenses		
Postage, telephone and fax		
Stationery		
Rent		
Repairs and maintenance		
Security		
Sundries		
Superannuation		
Transport/courier costs		
Wages		
Workers compensation		
Other		
Other		
<b>(C) TOTAL OVERHEAD COSTS</b>		
less GST on overhead costs		
<b>(D) NET PROFIT GST exclusive</b>		



**4.5 Expected Cash Flow projections**

- Present full cash flow chart based on your market targets for the first 12 months and for the second year in total. Discuss.
- NB: GST inclusive.

My Business - CASH FLOW FORECAST														
Month:	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL	Next Year
<b>Income</b>														
Product/service														
<b>Loans</b>														
Personal Funds														
Other Income														
<b>TOTAL INCOME</b>														

My Business - CASH FLOW FORECAST														
Month:	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL	Next Year
<b>Expenditure</b>														
Stock														
Accounting														
Advertising														
Bank Fees														
Electricity/gas														
Insurance														
Leasing														
Legal fees														
Motor vehicle exp.														
Postage, telephone, fax														
Rent/rates														
Repairs/maintenance														
Security														
Sundries														
Superannuation														
Transport/courier														

<b>Month:</b>	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL	Next Year
Wages														
Workers Comp.														
Other 1														
Other 2														
Other 3														
Other 4														
Other 5														
Other 6														
<b>TOTAL EXPENDITURE</b>														
Surplus/ deficit														
Opening Balance														
BAS/GST (payment or refund)														
Business Position														
Less Drawings														
Cash Position														

#### **4.6 Break Even Cash Flow projections**

Present full cash flow chart based on the minimum level of sales required to achieve the break even point as determined by you for first 12 months only and discuss.

## APPENDICES

Examples of, but not limited to, the following:

- Appendix A Questionnaire used in market survey and list of people surveyed
- Appendix B Photographs of processes and equipment
- Appendix C Contracts with suppliers, major customers
- Appendix D Lease documents
- Appendix E Business name registration
- Appendix F Insurance documents
- Appendix G Resumes of key personnel