

LOGO

Name
Owner/Manager
Business Name
Business Address
ABN: xx xxx xxx xxx

Business Name

Business Plan version

Updated: date

The Business

Business name:

Business structure: Sole Trader / Partnership / Other

ABN: xxxxxxxxxxxx

Business location:

Date established:

Business Facebook page live: date

Domain name:

Business website live: date

Other promotion live: date

First product/service sold: date

Licences & permits:

Accreditation / Licence / Approval: date

Business owner(s): Name (s)

Relevant owner experience:

Owner 1

- Education gained
- Experience in field

Owner 2

- Education gained
- Experience in field

Products/services:

Core Products

- Product / Service 1
- Product / Service 2

Low Cost Introductory Offers

- Product / Service 3
- Product / Service 4

Value Add or Complementary Product

- Product / Service 5
- Product / Service 6

The Market

Target market:

Description of customer

Consumer business – Individual

Business to business – Individual within a company or business

About the customer (or client, member, patient, supporter)

- Age
- Job Role
- Gender
- Location
- Hobbies

About the situation

- What they currently purchase in this area and from whom?
- What competitors there are for this product or service in the market
- What are the pain points with their current purchase?
- How does your product / service solve their problem?

Value Proposition or Key Selling Point:

A brief statement on what your businesses's key point of difference or prime attraction is – how do you stand out from the crowd?

Marketing strategy:

Three key marketing strategies

(add, remove and edit this list as appropriate)

- Seminars and Workshops
- Networking via Business Associations, Breakfast's and events
- Trade Shows
- Pitching for jobs via Upwork or Freelancer
- Online Trade Directories such as Air B `n B, Hi Pages or GumTree
- Organic Search to website
- You Tube videos
- Facebook
- LinkedIn
- Referrals from current customers via incentive _____
- e-newsletters
- Facebook advertising
- Google Ads
- Newspaper advertising
- Sponsored advertising on GumTree

You may wish to write a little about each strategy.

Goals

3 month Goal (by date)

THIS SECTION TO BE REVIEWED AND UPDATED EVERY 3 MONTHS

Sales Goals:

- Product or Service category 1
 - Number sold
 - Projects undertaken
 - Number of quotes / month
 - Number of new clients / month

- Product or Service category 2
 - Number sold
 - Projects undertaken
 - Number of quotes / month
 - Number of new clients / month

- Product or Service category 3
 - Number sold
 - Projects undertaken
 - Number of quotes / month
 - Number of new clients / month

Business Goals

(add, remove and edit this list as appropriate)

- Improve quoting process quoting correct # of hours required for activity
- Establish invoicing system
- Decrease wastage by x%
- Establish stock control system
- Understand warehousing arrangements with _____
- Employ person to help with _____

Business Marketing

(add, remove and edit this list as appropriate)

- One blog article optimised for organic search and sign up / month
- Website on page 1 Google for search term _____
- Conduct two free training seminars
- Have professionally designed point of sale material
- Attend five networking events and make connections with 15 new people

Goal Setting – Numbers

(add, remove and edit this list as appropriate)

| | |
|-------------------------------------|--------|
| Email subscribers | number |
| Web users (unique visitors / month) | number |
| Facebook Page Likes | number |

2 Year Goal from start of business (by date)

A brief vision statement of where you would like to see this business in two years time.

Finances: Year

| | |
|-------------------------------------|-----------|
| EXPENSES | |
| Wholesale cost of products | |
| Marketing | |
| Legal & Insurance | |
| Office | |
| Bank Charges | |
| Training | |
| Travel & Accommodation | |
| Wages | |
| Direct Client Products and Expenses | |
| Premise rent and upkeep costs | |
| Total | \$ |

| | |
|---------------|-----------|
| INCOME | |
| Category 1 | |
| Category 2 | |
| Total | \$ |

| | |
|----------------------|----|
| PROFIT / LOSS | |
| Income | \$ |
| Expenses | \$ |
| Net | \$ |