

Business Plan

A good well-structured business plan can help you:

- Secure investors and/or bank finance;
- Define the direction of your business; and
- Create strategies and action plans to achieve your goals.

This Business Plan template steps you through the process of creating a solid, well-structured plan tailored to your particular business.

As this template is designed for both start-up and established businesses, please feel free to change, add or delete to suit the circumstances of your individual business. If you need any assistance please contact us.

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Using this Business Plan

Before you complete your business plan, consider the following:

1. **Do your research.** You will need to make quite a few decisions about your business including business structure, marketing strategies, risk management and finances before you can complete the template. By having the right information to hand you also can be more accurate in your forecasts and analysis.
2. **Determine who the plan is for.** Does it have more than one purpose? Will it be used internally and/or will third parties be involved? Deciding the purpose of the plan can help you target your answers. If third parties are involved, what are they interested in? Although don't assume they are just interested in the finance part of your business. They will be looking for the whole package, in particular your skills and expertise.

It is completely acceptable to have different versions of your business plan depending on your audience. It is critical though that your key assumptions, marketing plan and financial projections are the same. The business plan itself will not change but the emphasis may change depending on the audience. For example:

- **Internal use.** Management, staff and key stakeholders need to know what you are planning to achieve so they can assist you achieve your plan.
- **Venture capitalists.** They want to know how they will achieve a return on their investment.
- **A standard bank.** They will want to know what their security is.

3. **Do not attempt to fill in the template from start to finish.** First decide which sections are relevant for your business and set aside the sections that don't apply. You can always go back to the other sections later.
4. **Use the *[italicised text]*.** The italicised text is there to help guide you by providing some detailed questions you may like to answer when preparing your response. ***Please note:*** If a question does not apply to your particular circumstances it can be ignored.
5. **Actual vs. expected financial figures.** Existing businesses can include actual figures in the plan, but if your business is just starting out and you are using expected figures for turnover and finances you will need to clearly show that these are expected figures or estimates.
6. **Write your summary last.** Use as few words as possible. You should be able to articulate your business summary '*in 2-minutes*'. You want to get to the point but not overlook important facts. This is your opportunity to promote your business. But don't overdo it. You want prospective banks, investors and business partners to be able to quickly read and understand your plan, find it realistic and be motivated by what they read.
7. **Accuracy and attention to detail.** Your business plan is there to make a good impression. Typos and errors etc. will only detract from your professional image. So ask a number of impartial people to proofread your final plan and check your financial forecasts. Our service is to assist you through each stage.
8. **Review. Review. Review.** Your business plan is not a once-off task, it is an ever changing and evolving document. You must regularly review your business plan to ensure it is current and up-to-date. We recommend an existing business to review and update their plan annually. Start-up businesses should review more regularly until they are established.
9. **Download our free Business Plan Guide.** The business plan guide contains general advice on business planning and a glossary of common business terminology.
10. **Get our help.** If you aren't completely confident in completing the plan yourself we can assist you. *We will not charge you if we can not help!*

[INSERT YOUR BUSINESS LOGO - OPTIONAL]

[Your Name]

[Your Title]

[Business Name]

[Main Business Address]

ABN: [ABN]

ACN: [ACN]

[Business Name]

Business Plan

Date: [Date finalised]

Table of Contents

Business Plan Summary	3
The Business.....	3
The Market.....	3
The Future.....	3
The Finances.....	3
The Business	4
Business details.....	4
Registration details.....	4
Business premises.....	4
Organisation chart.....	5
Management & ownership.....	5
Key personnel.....	5
Products/services.....	6
Innovation.....	7
Insurance.....	7
Risk management.....	7
Legal considerations.....	7
Operations.....	8
Sustainability plan.....	8
The Market	10
Market research.....	10
Market targets.....	10
Demographic analysis.....	10
Industry analysis.....	10
Your customers.....	10
S.W.O.T. analysis (Strengths, Weaknesses, Opportunities and Threats)	11
Your competitors.....	12
Advertising & sales.....	13
The Future	14
Vision statement.....	14
Mission statement.....	14
Goals/objectives.....	14
Action plan.....	14
The Finances	15
Key objectives & financial review.....	15
Assumptions.....	15
Start-up costs.....	16
Balance sheet forecast.....	17
Profit and loss forecast.....	18
Cash flow forecast.....	19
Break-even analysis.....	20
Security for finance	21
Supporting documentation	21