

Business plan for

[ENTER BUSINESS NAME HERE]

Date:

History

[Enter text – outline the history of your business and its track record.]

Offering

[Enter text – the products and/or services your business offers.]

Goals

[Enter text – outline your business's goals and objectives.]

Core values

[Enter text – what are your core values to long term business success?]

Locations

[Enter text – provide any relevant addresses.]

Business Profile

STRUCTURE	Corporation, Partnership, Sole proprietorship {delete where appropriate}
ESTABLISHED	{Enter date}
DATE REGISTERED	{Enter date registered – if applicable}
REGISTRATION #	{Enter the company number}

Contact details

CONTACT NAME	{Enter your name}
TELEPHONE	{Enter your main phone number}
MOBILE	{Enter your mobile phone number}
EMAIL	{Enter your email address}
POSTAL ADDRESS	{Enter your postal address}
PHYSICAL ADDRESS	{Enter your physical address}

Online/Social media

WEBSITE	{Enter address}	GOOGLE+	{Enter address}
LINKED IN	{Enter address}	BLOG	{Enter address}
FACEBOOK	{Enter address}	YOUTUBE	{Enter address}
TWITTER	{Enter address}	VIMEO	{Enter address}

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1: Is there a market?

Estimate the size of your market

[Enter text – outline the size of the market you’re entering into. Include any statistics you’ve discovered, such as where the greatest concentrations of your ideal customer lives.]

What do your customers say?

[Enter text – provide details of the customer feedback you’ve received, including the methods you used to generate feedback.]

What were the results of your focus group?

[Enter text – outline the feedback you received from your focus group.]

International examples

[Enter text – provide details of any businesses outside your country who are doing the same thing you are.]

Exporting

[Enter text – outline the markets you’re intending to export to.]

2: Identify any capacity and delivery issues

Confirm your supplier agreements

[Enter text – outline who your suppliers are, and what contracts you have in place with them, including any special deals.]

Contingency plans

[Enter text – provide detail on what your plans are if your orders from suppliers are late or don't show up.]

Show how you can provide what you're offering

[Enter text – outline why you can actually provide the good or service you're offering. For instance, if you're selling bookshelves, can you actually build them or have hired people who can?]

Importing

[Enter text – provide details on any Customs issues you might face, and how you intend to address them.]

Mentors and business support

[Enter text – provide details on any support resources your business can rely on.]

3: Financial feasibility

What makes your idea financially feasible?

[Enter text – show that you understand the difference between a good idea and a commercial idea, including the main selling points of your idea and what differentiates it from similar products or services on the market.]

Break-even analysis

[Enter text – outline the results of your break-even analysis, including how long it will take before your sales match your costs.]

Cash flow forecast

[Enter text – outline the results of your cash flow forecast, including how you plan to handle those times when cash is low.]

Trialling your idea

[Enter text – if you've trialled your idea on a part-time basis, identify all the ways you think you can cut costs.]

Handling debt

[Enter text – outline how you plan to offer credit and handle debt to ensure you're paid on time.]

4: Can you compete?

Key competitors

[Enter text – provide details about your main competition, and why you believe they are key competitors.]

Competitor SWOT analysis

[Enter text – outline the results of SWOT analyses you've carried out on your key competitors.]

Your SWOT analysis

[Enter text – outline the results of the SWOT analysis you've carried out on yourself, including how you stack up against your main competitors.]

Competitive advantage

[Enter text – list your core competitive advantages, such as prime location.]

Taking away their customers

[Enter text – describe how the strengths and weaknesses of your competitors have provided you with methods to steal their customers.]

5: Pricing and margins

Factors that impact on your costs

[Enter text – outline all the factors that could impact on your costs, and be sure to include your fixed and variable costs.]

Can you meet the cost of demand?

[Enter text – describe your plans for meeting these costs and how you expect them to impact on your profit margin.]

Market position

[Enter text – outline your position in the market and how it will affect your pricing.]

Competitor pricing

[Enter text – outline what your research told you about the pricing of your competitors and their position in the market, including how that research has influenced your pricing strategy.]

What will people pay?

[Enter text – outline how your pricing strategy will impact on what people will pay. How do you plan to adjust your price to compensate for changes in the market? Explain what flexibility you've built into your pricing strategy to meet market fluctuations and changes in your competition.]

6: Business compliance

Intellectual property

[Enter text – outline how you’ve protected your IP. Demonstrate the steps you’ve taken and that everything you’ve applied for has been confirmed.]

Competitor’s IP

[Enter text – outline how you’ve made sure you’re not breaching anyone else’s IP.]

Environmental concerns

[Enter text – provide details on what, if any, environmental concerns there are involved with your business and how you plan to handle them.]

Legal restrictions

[Enter text – outline if there are any legal restrictions on what you are doing, and the steps you’ve taken to comply.]

Health and Safety

[Enter text – provide details on the health and safety issues your business must deal with, and what steps you’ve taken to ensure you’re following the necessary guidelines.]

Local bylaws

[Enter text – provide details of how you identified what relevant bylaws you’ll need to comply with. Describe how these laws will impact on your business, and how you intend to manage that impact.]

7: Marketing plan

Research

[Enter text – outline the research you’ve conducted. What methods did you use? How will you continue using market research as you progress?]

Creating awareness

[Enter text – outline your methods for creating awareness around your new business. Describe what you’ve done to create awareness around your new business.]

Advertising strategy

[Enter text – describe the methods you used, what you’re trying to achieve and what your objectives are.]

E-commerce and technology

[Enter text – describe how you use e-commerce and technology to enhance your business.]

Credibility

[Enter text – outline what steps you plan to take to boost your credibility, including the methods you used, and what you’ve included on your website and social media platforms.]

Customer loyalty

[Enter text – outline your customer loyalty strategies and provide detail on how you developed them.]

Referrals

[Enter text – how will you encourage referrals? Outline your strategy for customer focus and provide detail on what kind of feedback you’ve received from them.]

8: Executive summary

Current position

[Enter text – outline your business’s current position, such as where it is in its life cycle. For example, start up or growth phase.]

Growth plan

[Enter text – explain how you plan to increase your business’s capabilities and capacity. Why are you confident your business will keep growing?]

My team

[Enter text – outline the management structure and the various roles of management. Repeat the below information as often as necessary.]

Name	{Enter employee’s name}
Position	{Enter text}
Qualifications	{Enter text}
Expertise	{Enter text}
Track record	{Enter text}

Ownership structure

[Enter text – list your business’s directors (if a corporation) and other shareholders.]

Compliance

Outline all the legal and regulatory considerations (delete as necessary):

Sole proprietorship

I have carried out the following:

- ✓ Applied for an Employer Identification Number (EIN) – if applicable.
- ✓ Chosen a tax year.
- ✓ Trademarked my business name and brand.
- ✓ Applied for the required licenses and permits.

Corporation

I have carried out the following:

- ✓ Registered your business name with your state government.
- ✓ Applied for an Employer Identification Number (EIN).
- ✓ Determined your state tax obligations.
- ✓ Applied for any patents or trademarks.
- ✓ Applied for the required licenses and permits.

Insurance

[Enter text – detail your business insurance arrangements to show you’re mitigating the risks to your business continuity.]