

YOUR LOGO HERE

Business plan

Date:

Prepared by:



Key details

Business name

Date registered

State registered in

Business structure

Australian business number (ABN)

Australian company number (ACN)

Licences and permits

Australian, state and local.

Contact details

Name

Phone

Mobile

Email

Address

Online and social media details

Address/details

Website

LinkedIn

Face Book

Website

Website

Contents

Key details	2
Registration details	
Contact details	2
Online and social media details	2
The business.....	4
Plan summary	4
Our why.....	5
Our vision	5
Our mission	5
Operations	
Key people.....	8
The market	9
The problem.....	9
Our solution	9
Our target market	9
Advertising and promotion	10
The competition.....	10
Pricing strategy	11
SWOT analysis.....	11
Risk management.....	13
Risk assessment	13
Insurance.....	13
Succession plan	14
Laws we'll need to comply with.....	14
Goals and actions	15
Goals for next six months	15
Goals for the next 12 months	15
The finances	16
Finance needed.....	16
Sources of funding	16
Current finances.....	16
Balance forecast.....	16
Profit and loss forecast	16
Cash flow forecast.....	17
EXIT Strategy	17
Supporting document checklist	:

NOTE: you can reach out to a BBC Business Advisor for assistance with this Business Plan or use AI like ChatGPT to help complete the plan.

The business

Plan summary

What our business does

The products and services we sell.

Our target market

Drill down to identify 1 – 3 specific markets eg: refinancing or car finance, medico's, SME's etc..

Our unique selling point

Our business goals

Our history

Industry experience, major achievements.

Our why

Our Vision

Our mission

Products and services

Product/service	Description	AVG Commission per Unit (incl. GST)

Sales and distribution channels

The channels we'll use to distribute our product or service to customers.

Channel	Used for	Details
Website		
Linkedin		
Facebook		
Marketing		

Digital technology

Technology we plan to use for our business.

Aggregator Platform? CRM? Dropbox? ZOOM?

Information management

[How do you collect, store and use customer and stock information? Do you back up this information? How do you do this and how often? Make sure you comply with [industry standards](#) and [legislation](#).]

How we collect, store and use customer and stock information.

[Examples: online sales, accounting software, customer database]

Assets

Premises

Intellectual Property

Equipment & Expenses

Equipment	Date bought or leased	Cost (\$)

Key people

Our staff

Role	Name	Skills and experience

Sources of advice and support

External people or organisations that provide support to our business.

Skill and staff retention strategies

Include all upskilling initiatives you completed and CPD points

The market

The problem

The market problem(s) that we aim to solve for customers.

Our solution

-

Our target market

Advertising and promotion

[Choose channels that suit your target market. For example, social media use varies across different age groups. Learn about [choosing the best channels to communicate with your customers.](#)]

The channels we'll use to communicate with our target customers.

Channel	Used for	Details
Select a channel	[Example: Promotion prior to launch.]	[Example: We'll use regular Facebook posts to promote the product and offer discounts to our first 20 customers.]
Select a channel Referral Partners?		
Select a channel Social Media?		
Select a channel Newsletters		

Create a separate page for your marketing campaign(s) on how you will create brand awareness or Lead Gen over the next 6 – 12 months and attach it to this Business Plan, and forecast costs of marketing and expected returns (Leads / settlements)- The above chart should be the summary of your attachments.

The competition

The top 3 businesses we're competing against, what they do well and not so well. What we'll do differently to succeed in the market.

Competitor name & website			
Strengths			
Weaknesses			
What we'll do differently			

Pricing strategy

Do you mandate? Eg: you can charge say \$660.00 application fee on every file to increase your bottom line.

SWOT analysis

Our business strengths, weaknesses, opportunities and threats.

Strengths

What we do well!

Weaknesses

What's not so good about our business.

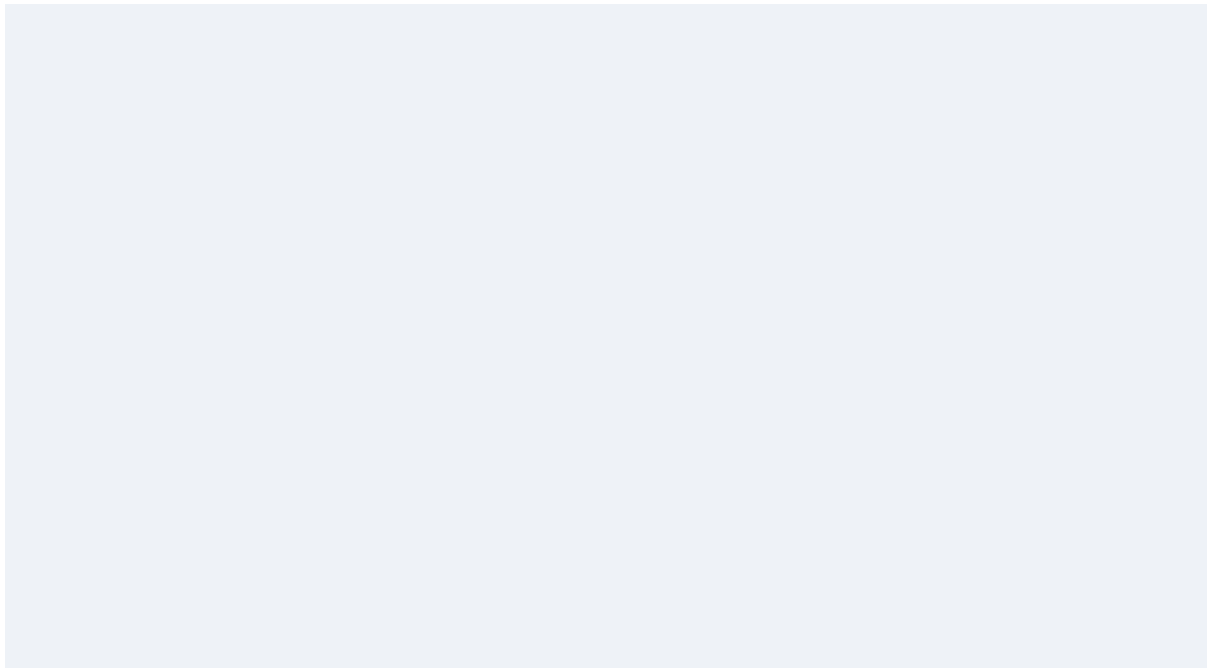
Opportunities

External factors we could take advantage of.

Threats

External factors that could cause problems for us.

How we'll address each weakness and threat:



Risk management

Risk assessment

Risks that could impact our business and what we'll do to protect it.

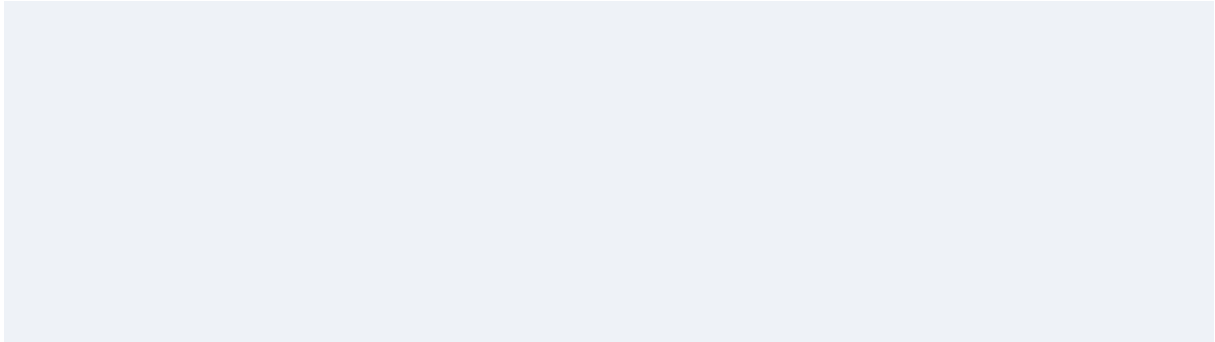
Risk/impact description	Likelihood	What we'll do to reduce this risk
Cyber Attack	Unlikely	
Theft of IP	Unlikely	
Computer Viruses	Unlikely	
Economic	Likely	
Competitors Copying our business	Likely	

Insurance

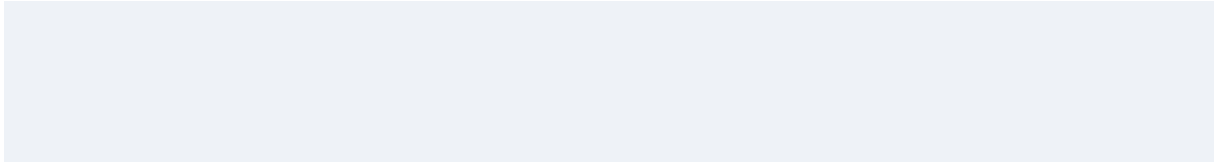
The insurance we have or need.

Insurance type	Details

Succession plan



Laws we'll need to comply with



Goals and actions

For Calendar year 2024

Goals for next SIX months

Actions to achieve goal			
Due date			
Who's responsible			

Goals for the next TWELVE months.

Actions to achieve goal			
Due date	Select date		
Who's responsible			

The finances

Finance (Funding) needed

How much money we need and what it's for.

--

Sources of funding

--

Current finances

Balance forecast

A summary of our forecast balance for the next 3 years.

	[Year 1]	[Year 2]	[Year 3]
Total assets			
Total liabilities			
Net assets			

Profit and loss forecast

Our forecast profit/loss for the next 3 years.

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

Cash flow forecast

Our forecast cash flow for the next year.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Monthly cash balance												
Closing balance												

*Note: BAA has a cash flow spread sheet in downloadable tools to help you with determining cashflow and expenses.

EXIT Strategy?

When starting a business, it is always good practice to keep the “END” in mind. Will you merge your business, sell the business name & goodwill, keep the trail or sell it? Or, pass the business down to family?- or if you have trail, just live off the trail?

What is your “END GAME?”

Supporting document checklist

Attached documents (where relevant):

- Balance sheet forecast (including assumptions)
- Balance sheet for last financial year (N/A)
- Cash flow statement forecast (including any assumptions)
- Cash flow statement for last financial year (N/A)
- Market research
- Profit and loss forecast sheets (including any assumptions)
- Profit and loss for last financial year (N/A)
- Staff resume/s

NOTES: