# [Enter your business name] business plan

[insert your business summary or sales pitch in 1 to 2 sentences]

## Market Opportunity

[DELETE THIS TEXT, OR REPLACE WITH A SUMMARY STATEMENT What is a problem that your potential customers face in the market that your business could help to solve? How will your business solve the problem and provide unique value and benefit?]

|  |  |
| --- | --- |
| The problem  A market problem that customers face. | [Example: There’s an overwhelming choice of coffee blends in the market. It’s hard for customers to know what they’re buying.] |
| Our solution  How we solve this problem for our customers. | [Example: We sell a small range of high-quality coffee. We don’t use fancy names for our blends, so people know what they’re buying.] |

## Target Market

[DELETE THIS TEXT OR REPLACE WITH A SUMMARY STATEMENT Describe your targeted customers as a persona. Learn how to [analyse your market](https://business.gov.au/marketing/how-to-identify-your-target-market) and define your target customers.]

|  |  |
| --- | --- |
| The customers we aim to sell to | [Example: Adults over 30 with medium to high disposable income.] |

## Communication Channels

[DELETE THIS TEXT OR REPLACE WITH A SUMMARY STATEMENT Make sure the channels you use to communicate with customers suit your target market.]

|  |  |
| --- | --- |
| We reach our customers through: | email  mail  paid advertising  phone  shopfront  social media  website/online  other (describe if selected) |
| Customers can contact us through: | email  phone  shopfront  social media  website  other (describe if selected) |

## Competition

[DELETE THIS TEXT OR REPLACE WITH A SUMMARY STATEMENT. Identify up to 3 types of businesses you’re competing against, what they do well and what you will do differently or better.]

|  |  |
| --- | --- |
| Competitor name | [Example: Sludge International Coffee.] |
| What they do well | [Example: They sell their products at low prices.] |
| What we do differently | [Example: We source high quality, locally produced coffee.] |
| Competitor name |  |
| What they do well |  |
| What we do differently |  |
| Competitor name |  |
| What they do well |  |
| What we do differently |  |

## Yearly Financial Plan

[DELETE THIS TEXT OR REPLACE WITH A SUMMARY STATEMENT. You can use our [profit and loss statement template](https://business.gov.au/finance/accounting/how-to-set-up-a-profit-and-loss-statement) if you need help with the data.]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Forecast expenses and profit.  (Estimated) |  | **Quarter 1** | **Quarter 2** | **Quarter 3** | **Quarter 4** |
| **Expenses** | **$** | **$** | **$** | **$** |
| **Profit** | **$** | **$** | **$** | **$** |
| Expected sources of revenue | [Examples: shopfront coffee sales, online sales, wholesale distribution] | | | | |
| Fee structure | [Examples: Hourly rate and/or fixed priced services] | | | | |
| Expected expenses | [Examples: production costs, travel, rent, advertising] | | | | |

## Key Personnel

[DELETE THIS TEXT OR REPLACE WITH A SUMMARY STATEMENT - List up to 3 key staff members or people supporting your business. Describe their experience and the value they add.]

|  |  |
| --- | --- |
| Name |  |
| Position | [Examples: Business owner, Business adviser] |
| Skills/value |  |
| Name |  |
| Role |  |
| Skills/value |  |
| Name |  |
| Role |  |
| Skills/value |  |

## Goals and Action Plans

[DELETE THIS TEXT OR REPLACE WITH A SUMMARY STATEMENT - List 3 major business goals to complete over the next year. Aim for [goals that are SMART](https://business.gov.au/planning/business-plans/set-goals-for-your-business) – **s**pecific, **m**easurable, **a**chievable, **r**elevant and **t**ime-bound.]

| Goal | [Example: Finalise 2 agreements with local coffee suppliers in 6 months’ time.] |
| --- | --- |
| Actions  To achieve goal | [Example:   * Make a list of local suppliers. * Prepare 6 proposals for potential suppliers over 4 weeks. * Finalise agreements with 2 suppliers in 6 months’ time. ] |
| Deadline | Select a date |
| Goal |  |
| Actions  To achieve goal | * [Action] * [Action] * [Action] |
| Deadline | Select a date |
| Goal |  |
| Actions  To achieve goal | * [Action] * [Action] * [Action] |
| Deadline | Select a date |