Business plan template

This business plan template is a great tool if:

· you’re starting your business

· you’re seeking new partners or investment

· you want to change direction

· you’re fighting some challenges and need a solid plan.

We take you through some of the common sections of modern business plans. You might like to add or delete sections, depending on your business industry and phase or who you want to read your plan.

The sections are ordered in the best way for the finished plan. But sometimes it’s easiest to do the later sections first, then come back and fill in the earlier summary sections. Complete it in the order that feels right for you.

**For each section, we include some help text. You might like to delete that when you have finished your plan, or to leave it in as a reminder to yourself.**

See [Business.govt.nz](http://www.business.govt.nz/) for more information, templates and tools related to all sections of this business plan.

Business plan for Game-Spy

**Date: 17/01/2018**

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***Executive summary***

Game-Spy is going to be an online PC games price comparison website. We are still in development but the plans are in place to become a leading competitor in the industry. Our company is looking to pride itself on the number of websites we compare against (roughly 25), including G2A.com, a company that none of our competitors compare against which gains roughly 35 million views per month. The concept is simple, we get their data, we use big data to compare prices and present to the user the cheapest option available. Ontop of this, we are looking to harness Steam’s 14 million daily active users by providing steam integration for wishlists, accounts and algorithmic game suggestions.Offering these features to users gives us a unique position in the industry and we believe this gives us a good standing to become the leading industry PC games price comparison website.

***Business details***

|  |  |
| --- | --- |
| **Business name** | CCTechnologies Limited |
| **Established** | 17/01/2018 |
| **Structure** | Sole Trader |
| **Date registered** | 17/01/2018 |
| **NZBN** | 9429046551139 |

|  |  |
| --- | --- |
| Contact details | |
| **Contact name** | Chris Connolly |
| **Landline** | +64 09 4804758 |
| **Mobile** | +64 02102244654 |
| **Email** | chrisc10196@gmail.com |
| **Physical address** | 119 Hinemoa Street, Birkenhead, Auckland, NZ. |
| **Postal address** | Same as above |

|  |  |
| --- | --- |
| Social Media | |
| **Twitter** | https://twitter.com/gamespymedia |
| **Website** | game-spy.com |
| **Facebook** | N/A |

***What we do and how we do it***

game-spy will use big data techniques from roughly 25 website sources to target PC gamers interested in getting the best deal possible for games they’re interested in following/purchasing. This is done by polling their public games and pricing lists and putting this information into our own personal tables to then display to our users. This is done as necessarily often as possible (to be decided) as to give accurate and live valuations of games. This is clearly valuable to customers as we would be the company that saves them money. No longer would they have to manually search so many websites when we can do it all for them saving both time and money. Our main competitors, gameshark, razer deals and isthereanydeal all have their downfalls and lack of features. We are looking to step into this market by capitalising on this. To name a few - poor website design, lack of mobile sites, non use of large retailers (G2A) and currency/region locked games and our main selling feature, steam integration.

***Our goal/mission***

Within the next year (January 2019), website should be fully functioning and up and running with connected resellers and affiliates.

Within the next 2 years, the goal is to have the website attracting more than a million views per month and earning a revenue of $5,000 a month.

Within the next 5 years, we should be on top as the goto website for PC games price comparison, integrating with multiple platforms and more.

***Our strategy***

To achieve our long term goals we’re going to need to have more people on board. Full time employees. Full time developers. People for public relations, social media and marketing guru’s and more. This may require investments.

***Current planned team***

|  |  |
| --- | --- |
| **Name** | Chris Connolly |
| **Role title** | Business/Management + Full Stack Dev |
| **Key responsibilities** | Ranging from managing the business, the people working for it, development management and daily development. Jack of all trades. |

|  |  |
| --- | --- |
| **Name** | Lockie Goodall |
| **Role title** | Backend Systems Developer |
| **Key responsibilities** | Code monkey. Business Management. |

|  |  |
| --- | --- |
| **Name** | Skylar |
| **Role title** | Backend Systems Developer |
| **Key responsibilities** | Distributed Server Management. Makes sure we scale with our website. PhP dev. |

|  |  |
| --- | --- |
| **Name** | Xavier Tapp, Siddarth Mistry |
| **Role title** | Designers |
| **Key responsibilities** | Art producters for website/media outlets |

|  |  |
| --- | --- |
| **Name** | Ana Ramirez |
| **Role title** | Media Consultant/Frontend Developer |
| **Key responsibilities** | Helping with social media publicity, advertising and customer support and front end website design |

***Competitor analysis***

Razer deals:

|  |  |
| --- | --- |
| **Strengths:**   * Money. * Established company. * Heaps of people working for them. * They already have web, ios and android app. * Mobile design website | **Weaknesses:**   * Only uses 13 sources of their pricing/info. Comparatively not a massive amount. Often means it's not the best deal. * Only offers USD pricing. * They’re going for a full on game launcher with a deals website on the side. * Website badly optimised for SEO. * Search filters are pretty average. Not much customizability. * No suggestive game algorithms based on wishlists * Not Customisable |

Isthereanydeal:

|  |  |
| --- | --- |
| **Strengths:**   * They have a large amount of websites they get their information from. * Multi currency | **Weaknesses:**   * Their website UX is disjointed and not clean. Makes it a pain to find good deals. No mobile website. * No gog/steam/razer wishlist integration |

Cheapshark:

|  |  |
| --- | --- |
| **Strengths:**   * Mobile site | **Weaknesses:**   * No gog/steam/razer wishlist integration * Only 15 sources of games * Design isn’t appealing |

**How do we retain market purpose?**

* Lots of sources
* Clean website and mobile website design
* Steam/Gog/Razer wishlist integration
* Good search filters and browsing
* Email notifications for flash sales, good discounts etc.
* Utilisation of RRP prices on G2A. No-one scrapes G2A and it’s one of the largest resellers.
* Promotion for new games

***SWOT – Internal and external forces***

Now that you’ve analysed your market and your competition, think more widely about your SWOT – your strengths, weaknesses, opportunities and threats. Some will be internal to your company. Others will be forces outside your direct control. They’re all important to identify and plan for.

Including this detail here will give the reader confidence that you’re aware of what might be impacting your business, and have thought about how to deal with or make the most of those forces.

Internal forces – Strengths

Explain what positively impacts on your business from the inside. What do you do well, or what do you have that you can make the most of? For example, a good reputation, smooth operations, or a strong team. Outline what you’ll do to make the most of those strengths.

|  |  |
| --- | --- |
| Strengths | What we’ll do |
|  |  |
|  |  |
|  |  |

Internal forces – Weaknesses

Explain what negatively impacts your business from the inside. It could be what you don’t do well or what you don’t have that you need. For example, a poor reputation or none at all, bumpy operations, the wrong team. Outline what you’ll do to overcome or turn around those weaknesses.

|  |  |
| --- | --- |
| Weaknesses | What we’ll do |
|  |  |
|  |  |
|  |  |

External forces – Opportunities

Explain what might positively impact your business from the outside. What’s out there or on offer that you could make the most of? For example, good talent to hire, a large untapped market, new software tools, a key new partnership. Outline what you’ll do to take those opportunities.

|  |  |
| --- | --- |
| Opportunities | What we’ll do |
|  |  |
|  |  |
|  |  |

External forces – Threats

Explain what might negatively impact your business from the outside. What’s out there that might be a risk to your business? For example, no talent to hire, law changes, rising production costs, poor public infrastructure. Outline what you’ll do to mitigate those risks.

|  |  |
| --- | --- |
| Threats | What we’ll do |
|  |  |
|  |  |
|  |  |

Marketing strategy and budget

Detail your strategy for taking your product or service to the target market.

Marketing is the umbrella term for the overall strategy of taking your product and placing it in the hands of your customers. So marketing strategies often entail the coordination of everything from product design and pricing to sales and advertising.

The core segments of a marketing strategy are often referred to as The Four Ps. The more coordinated these four elements are, the more likely it is that your strategy will be a success.

The Four Ps are:

· Product – designing features into your product or service that meet the needs of the target market.

· Price – using a pricing strategy that reflects the values of your product and brand, and appeals to the target market.

· Place – choosing the right distribution channels to make sure the product is sold at the right place and time to meet your target market, and choosing the correct delivery method to meet their needs.

· Promotion – choosing promotional and advertising tactics to appeal to your target audience to maximise sales.

All four elements must work in conjunction. For example, if the promotional methods emphasise value but the pricing emphasises quality, then they won’t complement each other.

You should split your promotional strategy into two categories – launch and ongoing marketing – because they will require two different sets of tactics. The former will be gauged to attract new customers while the latter uses a mix that contains more tactics for keeping existing customers.

When it comes to budgeting your promotional and advertising efforts, you should measure and keep track of your spend as you would do in any other part of your business. Use break-even analysis to measure the level of business that needs to be generated before you see a return on your investment, and compare that with the costs as you strategise. If the return on investment (ROI) is unrealistic, try to find more cost-effective ways of marketing your business.

Try the [Marketing Action Plan tool](https://www.business.govt.nz/how-to-grow/boosting-sales/marketing-and-sales/) on Business.govt.nz

Launch strategy and budget

Explain your launch marketing strategy and then note your budget. Few businesses make their name purely on word-of-mouth; they need to promote their business to effectively set up their stall in the marketplace. The budget for this should be part of the start-up costs mentioned in the Finance section and reflect the total cost of the launch marketing tactics outlined in your marketing strategy.

[Outline your strategy.]

|  |  |
| --- | --- |
| Area of spend | Cost ($) |
|  |  |
|  |  |
| **Total** |  |

Ongoing marketing strategy and budget

Once you’ve launched your business and gained recognition for your start-up’s brand, you’ll most likely need to continue marketing to keep the brand ‘top of mind’ with your target market.

Only businesses that can generate consistent, powerful, and positive word-of-mouth can normally forgo this cost. However, the fact remains that many businesses continue to promote themselves only on an ad hoc or opportunistic basis to save costs rather than committing to an effective long-term strategy.

Therefore, the budget for your ongoing marketing strategy should use tactics that are financially sustainable within your forecast cash flow. If your marketing budget needs half of your monthly cash flow to sustain it, go back to the drawing board.

[Outline your strategy.]

|  |  |
| --- | --- |
| Area of spend | Monthly cost ($) |
|  |  |
|  |  |
| **Total** |  |

Assets held and planned

Businesses hold various assets, from equipment to knowhow. It’s good to acknowledge your assets in your business plan and explain how you’ll replace those assets as they reach the end of their life. See [Common business assets checklist](https://www.business.govt.nz/risks-and-operations/equipment-premises-and-assets/common-business-assets-checklist/) on Business.govt.nz.

Business premises

Detail your premises situation. If you own the premises, list it as an asset. If you lease premises (or are you going to) to save money on your capital costs, explain that here.

[Explain your premises needs.]

|  |  |
| --- | --- |
| Asset | Replacement / maintenance strategy |
|  |  |
|  |  |
|  |  |

Computers and IT

Explain your IT (information technology) requirements and how you plan to manage them. Use this to spark thoughts about solutions for any specialist human resources or security issues, which you might want to note in other parts of your plan.

[Explain your computer and IT needs.]

|  |  |
| --- | --- |
| Asset | Replacement / maintenance strategy |
|  |  |
|  |  |
|  |  |

Equipment

Explain your equipment requirements and how you plan to manage them, including solutions for any machinery, vehicles and equipment costs. For example, is it more in your business’ interests to buy or lease certain equipment?

[Explain your equipment needs.]

|  |  |
| --- | --- |
| Asset | Replacement / maintenance strategy |
|  |  |
|  |  |
|  |  |

Stock

Many businesses rely on stock for their business model, and many of those hold stock within the business. If that’s the case for you, it’s good to show how you’ll replace your stock and how you’ll protect it before sale.

[Explain your stock needs.]

|  |  |
| --- | --- |
| Asset | Replacement / maintenance / protection strategy |
|  |  |
|  |  |
|  |  |

Intellectual property

Intellectual property (IP) is an important business asset, but is often overlooked.

Intellectual property typically includes things like a logo, brand, trade secret, design or invention.

IP is important for small businesses because it can help:

· create market advantages and business opportunities

· grow profits, including licensing or selling to others

· attract investment

· protect businesses

· maintain your good reputation

· keep competitors away

· be a selling point for potential business buyers.

IP needs protecting and can be leveraged to grow your business.

See Business.govt.nz’s [Intellectual property section](https://www.business.govt.nz/risks-and-operations/intellectual-property-protection/what-is-intellectual-property/) for more.

[Explain your intellectual property situation, as background before listing specific IP assets.]

|  |  |
| --- | --- |
| Asset | Replacement / maintenance / protection strategy |
|  |  |
|  |  |
|  |  |

Financial plan

It’s important to know you can make ends meet or make money if that’s what you want to do. This section outlines at a high level your forecasted costs, revenue, profit and loss, break-even date, cash flow and balance sheet.

See [How much money do I need to start a business?](https://www.business.govt.nz/getting-started/funding-your-business/how-much-money-do-i-need-to-start-a-business/) And [Introduction to business finance](https://www.business.govt.nz/tax-and-accounting/business-finance-basics/introduction-to-business-finance/) on Business.govt.nz.

Cost forecast – money out

Summarise the start-up and ongoing costs of your business. Account for as much detail as possible. The more accuracy and honesty you provide at this stage the better, because if you sugar-coat the costs you face now, you’ll just be setting yourself up for problems later on.

You need to pause and spend time digging down into the figures to give yourself a realistic costs basis on which to build your break-even analysis.

|  |  |  |  |
| --- | --- | --- | --- |
| Area of spend | First year ($) | Second year ($) | Third year ($) |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **Total** |  |  |  |

Revenue forecast – money in

Revenue can come in different forms, including sales, commissions, royalties, rent and bank interest. List the different types of revenue you’ll be getting and provide a forecast for each year.

Include your sources of investment funding. It’s up to you how much detail you go into. But if you’ll be showing this business plan to potential investors, they’ll want to see how much you’re backing your business with your own investment and who else has invested in the business.

|  |  |  |  |
| --- | --- | --- | --- |
| Type of revenue | First year ($) | Second year ($) | Third year ($) |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **Investment / funding** |  |  |  |
| **Total** |  |  |  |

Break-even forecast

Carry out a break-even analysis and enter the resulting date in the space provided. A break-even analysis estimates when your business could break even and start to pay its ongoing costs. To find a break-even date, you need to a) estimate the sales volume you need to reach to break even and b) estimate how long it will take you to reach that milestone given your capacity limitations.

a) Estimate your break-even sales volume:

1) Separate all your costs into type, fixed or variable.

2) Tally up your total fixed costs.

3) Tally up the average variable cost per product sold or service delivered (your variable cost per unit).

4) Subtract your variable cost per unit from the unit sales price to find your profit margin.

5) Divide your total fixed cost by your profit margin to find your break-even sales volume.

b) Estimate your business’ average production or service capacity per day (or week if that’s more relevant). Make sure you dig down into the details to account for the entire supply chain from production to point of sale. Once you have an accurate estimate, divide the break-even sales volume by your average production capacity to give you the number of days (or weeks) ahead until you reach your break-even date.

If you charge an hourly rate for a service, you can take a shortcut to the break-even calculation by calculating your break-even point in hours. Divide your fixed costs by your hourly call-out rate to find the number of hours that need to be worked to reach break-even. Apply the result to the average number of hours worked each day by the service technicians in your business.

Break-even date: [Enter date]

Profit and loss forecast

Forecasting profit and loss can be quite difficult for existing businesses, let alone start-ups with no track record to go on. If you’re still in the start-up phase, you need to base your figures on your market research by estimating the value of the market and the share of it you could take from your competitors as your business develops.

Try finding industry data or using publically available statistics to support your forecasts. To show your objectivity, you can also provide pessimistic, realistic and optimistic forecasts rather than just one forecast.

|  |  |  |  |
| --- | --- | --- | --- |
| Profit and loss forecast | First year ($) | Second year ($) | Third year ($) |
| **Estimated revenue** |  |  |  |
| **Estimated costs** |  |  |  |
| **Estimated profit/loss** |  |  |  |

Cashflow forecast

Summarise your cashflow forecasts for the next three to five years, before attaching a detailed forecast for the next year to your business plan.

Few businesses enjoy consistent levels of cashflow throughout the year, so unless your industry or business model can justify that prediction, you’ll need to drill down into your market research to identify the peaks and troughs in income that you can expect.

[Enter a summary of your cash flow.]

Balance sheet forecast

Summarise your balance sheet forecast for the next three to five years, before attaching a detailed forecast for the next year to your plan. Balance sheets account for all the assets a business owns for the calculation of its net worth, which is the value of the business’ assets minus its debts (or liabilities). They also show how the assets are financed if they’re not owned outright by a business or individual.

Potential investors will compare your cashflow forecasts with your balance sheet forecasts to see when the business’ income is likely to balance out all the debts incurred buying assets in the start-up phase. This is different to a break-even analysis, which estimates when the business will generate enough income to cover its ongoing costs rather than its total debts.

|  |  |  |  |
| --- | --- | --- | --- |
| Balance | First year ($) | Second year ($) | Third year ($) |
| **Total** |  |  |  |

Business continuity planning

We all like to hope for the best, but sometimes things don’t go our way. It’s important to have a plan for when your business is interrupted by a natural disaster, a machinery malfunction, a safety incident or health issue.

Business continuity planning might involve insurance, policies, and computer back-ups and systems. Think about what’s right for your business and list your processes and tools here. See [Emergency planning](https://www.business.govt.nz/risks-and-operations/planning-for-the-unexpected-bcp/emergency-planning-for-businesses/) for businesses on Business.govt.nz.

|  |  |
| --- | --- |
| Risk | Systems, policies or tools to mitigate risk or deal with |
| {eg Computer theft} | {eg Insurance so we can buy straight away, cloud back-ups and systems to ensure data is not lost} |
|  |  |
|  |  |

Legal and regulatory compliance

Every business has legal and regulatory compliance obligations – things you need to do to be allowed to operate. Use the lists below as starting points, then add your other obligations.

Use this list as a starting point if you are a sole trader.

I have carried out the following:

· Registered for GST

· Registered as an employer

· Trade marked my business name and logo

· Applied for required licences and permits

· Applied for verification with the following standards bodies and regulators specific to my industry

Use this list as a starting point if your business is registered as a company or partnership with the Companies Office.

I have carried out the following:

· Registered with the Companies Office

· Registered with Inland Revenue

· Registered for GST

· Registered as an employer

· Applied for patents or trade marks

· Applied for licences and permits

· Applied for verification with the following standards bodies and regulators specific to my industry