



## Business Plan Template

### Welcome to the world of start-up.

Veromo provides you with an Automated Business Registration platform that helps you set up the necessary legal framework for your business in one seamless process. And then with our smart reminders, we help you work smarter, not harder

However, before you do this, you should ideally have completed your business plan. If you have not done so already, or are looking to refine or rework your plan, you can use this comprehensive business plan template to help you define your business in a disciplined way.

Take your time to consider each section on its merit as it is important that you get it right.

Your business plan is an important document. Not only does it consolidate your direction, thinking and your value proposition, but it can be used to help you secure finance, and set strategies to achieve your goals.

Good luck.

### The Team at Veromo.

*Note: This is an editable PDF.*





## Starting Out - Using this Business Plan Template

**Some key pointers to get you started. Take your time working through each of the sections. It is important that you get it right for you.**

### **1. Do your research**

Your business plan needs to outline your business clearly and as accurately as possible. In completing this template, you will need to make a number of important decisions about your business, including but not limited to the type of structure, your finance requirements and your planned marketing strategies.

### **2. Who will you be sharing this document with?**

Deciding in advance what the purpose of this document is; and who you will be sharing it with, will help you frame your answers clearly. Will it be for your own internal use? Will it be used for raising capital?

### **3. Actual vs. expected figures.**

If your Business Plan is for an existing business, then it should include your actual figures and performance against forecasts. If you are just starting out, this needs to be clearly articulated and your budgets should include forecasts for both turnover and expense.

### **4. Write your summary last.**

Use as few words as possible. You want to get to the point but not overlook important facts. This is also your opportunity to sell yourself. But don't overdo it. You want prospective banks, investors, partners or wholesalers to be able to quickly read your plan, find it realistic and be motivated by what they read.

### **5. Check and review.**

Your business plan is your best asset. Attention to detail is paramount as any errors may detract from your professional image. Be sure to check and review before submitting to a third party or investor.

# BUSINESS PLAN

Insert logo here:

Business Name:

Year Started:

Prepared by:

Date:

Version:

# 1. BUSINESS OVERVIEW

## 1.1 INTRODUCTORY INFORMATION

### 1.1.1 DETAILS OF COMPANY

Business Structure: Company/ Partnership / Sole trader	
Established by	
Date registered	
ACN number (Applicable if a company)	
ABN number	

### 1.1.2 CONTACT DETAILS

Primary Contact name	
Phone	
Mobile	
Email	
Address	
Website	

### 1.1.3 ONLINE / SOCIAL MEDIA DETAILS

Social media sites	Social Media Links / Handles

1.2 BUSINESS SUMMARY

Describe your business. How did it come about? What problem are your solving?  
What industry sector are you entering or competing in?  
Detail any previous experience in this industry.

1.3 BUSINESS GOALS AND OBJECTIVES

Define your short to medium term goals.  
SMART: Specific, Measurable, Attainable, Realistic, are there Time-constraints.

Short-term goals: Year 1	Actions required	Deadline	Responsibility
Long-term goals: Years 1-3	Actions required	Deadline	Responsibility

1.4 CURRENT BUSINESS STATUS

Where are you at in your business life-cycle?  
Are you growing - new / emerging or actively growing.  
Are you consolidating or preparing to sell - Maturing / Pivotting or Declining.

## 2. STRUCTURES AND RESOURCES

### 2.1 ORGANISATIONAL STRUCTURE

How is your business structured? Provide an organogram or chart showing how it is structured. if possible, detail how many employees are involved. If a partnership outline the ownership percentages, role in the business, the strengths you each bring. A signed partnership agreement / contract should also be attached as an appendix to this document.

### 2.2 KEY STAFF, ADVISORS AND MENTORS

Clearly identify key members of your business- owners and staff. As the owner(s) will you be actively involved in running the business. If so detail how. Support this document with resumes for all key personnel and provide details of their experience.

Key staff and advisors	Role / Job Title	Skillset, Qualifications, Experience

### 3. BUSINESS OPERATIONS

#### 3.1 PRODUCTS AND SERVICES

Scope of Business	Details
<b>Products /Services</b>  Provide a clear and concise overview of what your product or service offering is and its unique selling proposition	
<b>Distribution</b>  How is your product sold? Retail, wholesale, online, wholesale, distributors, through agents, sales people	
<b>Pricing</b>  What prices do you charge? What is your profit margin per product sold? Is your product or service price sensitive or insensitive?	
<b>Point of Difference and Future Growth</b>  What is your point of difference? How will growth be achieved?	
<b>Payment Processes</b>  How do you get paid? What payment plans or processes do you have in place?	
<b>Production</b>  How do you manufacture or produce your product? What potential barriers to production could affect your business?	

### 3.2 KEY SUPPLIERS AND CUSTOMERS

Who are your critical customers.

Why are they critical? How much do you rely on them?

How would your business be impacted if you lost their business or support?

Customer/Supplier	Terms offered	Why are they critical to you	How do you manage the risk

### 3.3 BUSINESS ASSETS

#### 3.3.1 PREMISES

Where do you operate from? Do you own or rent your premises?

What expansion plans do you have that may require you to change premises?

Premises	Purchase or lease date	Price	Lease/finance rates, conditions, options

#### 3.3.2 ASSETS AND EQUIPMENT

Provide a list of all your business equipment used in the running of your business, including any machinery, computers, vehicles or software.

Assets	Purchase or lease date	Price	Lease /finance rates, conditions, options	Current usage level	Expected replacement date



### 3.3.3 STOCK AND INVENTORY

List your current inventory. Provide details of: Your production capacity and how much do you currently produce? If you have a large stock inventory, attach a full list of your stock inventory to this business plan.

Inventory Item	Unit of Price	Quantity in Stock	Total Cost

### 3.3.4 INTELLECTUAL PROPERTY

How have you protected your business and innovations?

List any trademarks, patents, designs or confidentialities you have registered.

Intellectual property to be protected	Type of protection	Protection end date	Geography covered	Conditions that apply

## 3.4 ORGANISATIONAL RESOURCES

### 3.4.1 PEOPLE

If you employ additional staff, how and what skillset do they bring to your business?

Key staff and advisor	Title / Role	Skills, Attributes, Experience

3.4.2 FINANCIAL RESOURCES

What financial resources do you currently have access to?

Facility	Provider	Approved limits	Current usage	Conditions

3.4.3 E-COMMERCE AND TECHNOLOGY

Is your business online? Are you selling online? How are you using technology in your business?  
What new technology do you require and where will it be used in your business?  
To: Lower cost, for scale, enter new markets, speed up processes

3.4.4 DATA AND CUSTOMER INFORMATION

Do you collect personal data from your customers?  
Have you got a data collection and storage policy in place for the collection and use of this data.  
Is it securely stored? How often do you back it up?

3.5 RISK MANAGEMENT

3.5.1 RISK ASSESSMENT

What is your risk profile? What trading risks are you aware of that could have a negative impact on your business: Loss of customers or demand for your product, public liabilities, loss of suppliers, damage to property or stock, changes due to financial mechanisms like interest rates or exchange rates.

Risk	Impact if it occurs – high, medium or low	How it's managed

3.5.2 SUCCESSION PLANNING

How much does the business depend on your active participation in the business?  
Could the business continue without you?  
What contingencies are in place should you wish to leave or exit the business?

3.5.3 REGULATORY AND LEGAL CONSIDERATIONS

Provide a list of the legal and regulatory requirements that must be fulfilled to legally run your business.

3.5.4 INSURANCE

Insurance is an essential item for all business to help manage and mitigate risk. Some like workers compensation are required by law. List all the types of insurance you have, including the insurance provider: Workers compensation, Public Liability, Professional indemnity, Product liability and any other that you may have in place.

Insurance type	Details

## **4 MARKET ANALYSIS AND STRATEGY**

### **4.1 MARKET RESEARCH**

What research including statistical research you have accessed or undertaken to analyse your market.  
Provide an explanation of your findings including the market size and opportunity.  
Attach copies of any research, methods used and findings to support this document.

### **4.2 OPPORTUNITIES IN THE MARKET**

Clearly define the market opportunity.  
Identify any potential opposition or close competition.  
What will you do differently?

### 4.3 TARGET MARKET AND PROPOSITION

Expand on your product detailing what it is, who will buy it and why they will buy it.  
What is its competitive advantage verse your competitors?

<p><b>Value proposition</b></p> <p>What is our unique selling point.</p> <p>Why are you unique?</p>	
<p><b>Who is your target market?</b></p> <p>Provide a detailed description of who will buy your product.</p> <p>Demographic: Age, Gender, Sex, Geography Psychographic: How do they behave - likes, habits, attitudes, education</p>	
<p><b>What is your market size and value?</b></p> <p>Provide details of the anticipated market size - numbers and value. What trends have emerged to support your product.</p>	
<p><b>What outside factors could affect the sale of your product?</b></p> <p>Is it price sensitive? Seasonal?</p>	
<p><b>Do you have a competitive advantage?</b></p> <p>Clearly define why someone will buy your product instead of a competitor's product.</p>	

## 4.5 COMPETITORS

Knowing who your competitors are and anticipating what they plan to do relative to your business is a critical requirement of all business. Understanding how you rate against them will enable you to determine your point of difference more clearly.

Competitor Category	Name #1	Name #2	Name #3
Competitive Product or Service			
Price			
Estimate Market Share			
Established Date			
Type of business			
Target Market			
Competitive Position			
Value Proposition or Point of Difference			
Strengthes			
Weaknesses			

#### 4.6 SWOT ANALYSIS

A SWOT analysis is highly recommended. It provides a solid basis from which to develop sound business or operational strategies.  
S=Strengths / W = Weaknesses / O = Opportunities / T = Threats.

<b>Strengths</b> - your competitive advantage	<b>Weaknesses</b> - your competitive exposure
<b>Opportunities</b> - that may enhance your business	<b>Threats</b> - external or internal that could be problematic

#### 4.7 STRATEGIC DIRECTION

Using your SWOT analysis, clearly articulate the strategic direction you will be implementing in your business. Your plan must clearly show how you will capitalise on your Strengths and opportunities, and what plans you can implement to minimise and mitigate your weaknesses and threats.



#### 4.8 MARKETING, ADVERTISING AND PROMOTION

How do you plan to promote your business to your target audience.  
What strategies do you have in place over the next 12 months.

Advertising and Promotion Strategy	Expected Improvement to your business	Message	Target Date	Geography	Cost	Anticipated Return
Advertising - Print / TV / Online						
Printed - letters / flyers / brochures						
Direct Selling - Business Development						
Events, Sponsorships Influencers,						
Trade Shows						
Public Relations						
Loyalty Programs						
Web - ecommerce						
Soical Media						
Other - Activational						

## 5 FINANCIAL ANALYSIS

### 5.1 FUNDING SOURCES - received and required

Provide a list of all the funding you currently have received including any amounts that you may still owe. If additional funding is required, detail how much is required and where you anticipate this funding to come. How much funding have you personally contributed?

### 5.2 CURRENT FINANCIAL POSITION AND PAST PERFORMANCE

Provide a detailed analysis of how your business has performed against the previous financial objectives you have set. These could be attached as spreadsheets to this business plan.

### 5.3 FINANCIAL FORECAST including assumptions

Provide a detailed 5 year forecast of your financial objectives. Detail your assumptions clearly and attach supporting documents to this business plan including:

- Breakdown of your startup costs
- Balance sheet forecast
- Break-even analysis
- Cash flow forecast
- Profit and loss forecast

*This document is intended to provide general information only.*

*It should not be relied upon in substitution for professional legal or financial advice.*

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