

# BUSINESS PLAN

**(business name)**

*Prepared by*

*(name)*

*(date)*

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TASK	DATE REQ'D	COST	EXPECTED RESULT
<b>TOTAL COST</b>			

**1.7 S.W.O.T. Analysis**

- A grid identifying your Strengths, Weaknesses, Opportunities and Threats.
- Include a discussion of how you will take advantage of the strengths and opportunities and what action you will take to counter the weaknesses and threats.

<i>Strengths</i>	<i>Weaknesses</i>
<i>Opportunities</i>	<i>Threats</i>





















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### 3. THE ORGANISATION PLAN

#### 3.1 Organisational Structure

- What positions are there in the business?
- Include diagram of structure, if required.

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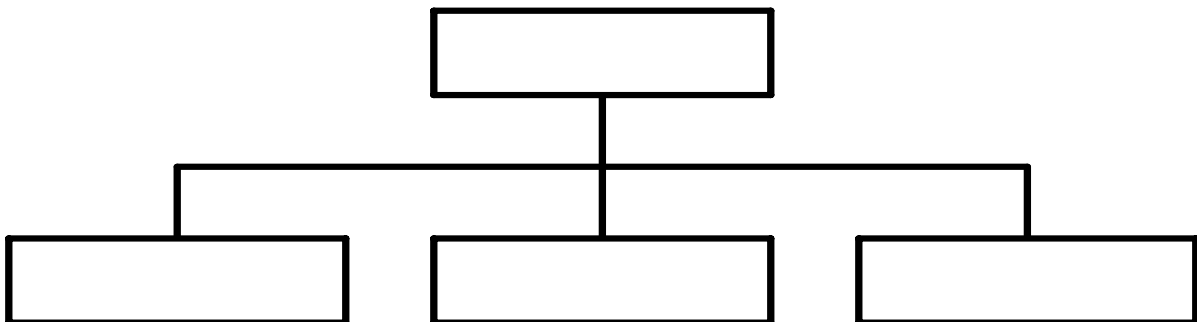
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## Organisation Chart





### 3.4 Resumes

- Include brief resumes of the main personnel. (If they are detailed, it is better to include them as an appendix.)

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## 4.2 Establishment Costs and Source of Funds

ITEM	ALREADY OWN OR PAID \$	OWN FUNDS \$	OTHER LOANS \$	TOTAL \$
<b>ESTABLISHMENT COSTS:</b>				
Accountant Fees				
Solicitor Fees				
Advance Rent/Lease Deposit				
Initial Insurance Premiums (list)				
Advertising & Promotion				
Telephone Installation				
Printing/Stationery				
Registration/Licenses (list)				
Initial Workers Compensation				
Other				
<b>EQUIPMENT PURCHASES:</b>				
Equipment / Machinery				
Vehicles				
Mobile Phone				
Fax Machine				
Other				
Other				
Other				
Other				
<b>INITIAL RAW MATERIALS</b>				
<b>WORKING CAPITAL</b>				
<b>TOTALS</b>				

### 4.3 Balance Sheet Projections

- Include a balance sheet (for commencement) and discuss.

<b>Current Assets</b>	<b>Current Liabilities</b>
<b>Fixed Assets</b>	<b>Long Term Liabilities</b>
	<b>Owner's Equity (Proprietor's Funds)</b>
<b>Total Assets</b>	<b>Total Liabilities + Equity</b>

#### 4.4 Profit and Loss Projections

- Include a projected profit and loss at end of first 12 months and discuss

	<b>Amount (GST inclusive)</b>	<b>GST component</b>
<b>(A) SALES</b>		
less Cost of Goods Sold		
less GST collected		
<b>(B) GROSS PROFIT GST exclusive</b>		
<b>OVERHEAD COSTS</b>		
Accounting Fees		
Advertising		
Bank Charges		
Bank Interest		
Depreciation		
Electricity & Gas		
Equipment Hire/Lease		
Insurance		
Legal Fees		
Motor Vehicle Expenses		
Postage, Telephone & Fax		
Stationery		
Rent		
Repairs & Maintenance		
Security		
Sundries		
Superannuation		
Transport/Courier Costs		
Wages		
Workers Compensation		
Other		
Other		
<b>(C) TOTAL OVERHEAD COSTS</b>		
less GST on overhead costs		
<b>(D) NET PROFIT GST exclusive</b>		



**4.5 Expected Cash Flow Projections**

- Present full cash flow chart based on your market targets for the first 12 months and for the second year in total. Discuss.

NB: GST inclusive

My Business - CASH FLOW FORECAST														
Month:	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL	Next Year
<b>Income</b>														
Product/Service														
<b>Loans</b>														
Personal Funds														
Other Income														
<b>TOTAL INCOME</b>														

My Business - CASH FLOW FORECAST														
Month:	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL	Next Year
<b>Expenditure</b>														
Stock														
Accounting														
Advertising														
Bank Fees														
Electricity & Gas														
Insurance														
Leasing														
Legal Fees														
Motor Vehicle Exp.														
Postage, Phone, Fax														
Rent, Rates														
Repairs & Maint.														
Security														
Sundries														
Superannuation														
Transport/Courier														

<b>Month:</b>	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL	Next Year
Wages														
Workers Comp.														
Other 1														
Other 2														
Other 3														
Other 4														
Other 5														
Other 6														
<b>TOTAL EXPENDITURE</b>														
Surplus/Deficit														
Opening Balance														
BAS/GST (payment or refund)														
Business Position														
Less Drawings														
Cash Position														

#### **4.6 Break Even Cash Flow Projections**

Present full cash flow chart based on the minimum level of sales required to achieve the break even point as determined by you for first 12 months only and discuss.

## **APPENDICES**

Examples of, but not limited to, the following:

- Appendix A      Questionnaire used in market survey, and list of people surveyed
- Appendix B      Photographs of processes and equipment
- Appendix C      Contracts with suppliers, major customers
- Appendix D      Lease documents
- Appendix E      Business name registration
- Appendix F      Insurance documents
- Appendix G      Resumes of key personnel