

## Step-by-step Business Plan - simply fill in the blanks

<b>1</b>	<b>BUSINESS PROFILE</b>
1.1	<i>Business name, address, contact details and ABN:</i>
	<i>Business Commencement Date:</i>
1.2	<i>Business Structure (are you a Sole Trader, Partnership or Limited Company)?</i>
1.3	<i>Major clients or customers: (provide details of who your major clients or customers are)</i>
<b>2</b>	<b>BUSINESS OBJECTIVES</b>
2.1	<i>Business Objectives (provide details of the business's short-term and long-term goals and objectives)</i>
2.2	<i>Mission Statement: (provide details of the business's mission statement)</i>
2.3	<i>SWOT Analysis (provide a summary of the following SWOT analysis details for your business):</i>
	<i>Strengths:</i>
	<i>Weaknesses:</i>
	<i>Opportunities:</i>
	<i>Threats:</i>
<b>3</b>	<b>PRODUCT and SERVICES</b>
3.1	<i>Product Range Analysis: (provide a description of products or services sold or promoted by your business)</i>
3.2	<i>Product Acceptance: (provide an evaluation as to whether people want to buy your product or service)</i>
3.3	<i>Competitor Analysis (provide an evaluation as to who your major competitors are) and (why people buy from your competitors)</i>
<b>4</b>	<b>MARKETING PLAN</b>
4.1	<i>Target Market: (provide an evaluation as to the particular market you are targeting)</i>
4.2	<i>Sales and Market Objectives: (provide details of the business's sales and market objectives)</i>
4.3	<i>Marketing Strategy - price and promotion (provide an evaluation as to what type of marketing strategy you are employing)</i>
<b>5</b>	<b>SALES ANALYSIS</b>
5.1	<i>Revenue Breakdown: - evaluate revenue received and provide information as to whether it is important to record sales by product category (i.e. Departments)</i>
5.2	<i>Sales Targets: (evaluate sales targets and provide information as to whether the sales targets are realistic)</i>
<b>6</b>	<b>STAFF/HUMAN RESOURCES</b>
6.1	<i>Management Structure: (provide information on the current management structure and their relevant industry experience)</i>
6.2	<i>Staff Training: (evaluate staff training needs and provide information as to whether you consider that staff training needs to be improved)</i>
6.3	<i>New Employees: (for new employees, provide information as to how any new employees are selected and how they are inducted into your business)</i>
6.4	<i>Staff Motivation: (evaluate staff motivation and provide information if staff motivation needs to be increased)</i>
<b>7</b>	<b>FINANCIAL ANALYSIS</b>
7.1	<i>Statements of Financial Performance and Financial Position - for a reporting period, provide the following statements for the business:</i>
	<i>Cash Flow Statement or Statement of Cash Flows: (you must evaluate these statements to evidence the business's liquidity or solvency over a reporting period)</i>
	<i>Income Statement or Profit and Loss Statement: (you must evaluate these statements to evidence the Revenue the business receives from the sale of products and services before expenses are taken out)</i>
	<i>Balance Sheet: (you must evaluate this statement to evidence the value of all assets, liabilities and the owner's equity in the business)</i>
	<i>Statement of Retained Earnings: (you must evaluate this statement, which explains to you the changes in the business's retained earnings over the reporting period)</i>
7.2	<i>Financial Budgets: (you must evaluate this budget as it evidences the business's cash flow (income and expenditure) over a future period to ascertain if the business's stated financial objectives are being achieved)</i>

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