**Balga Senior High School**

**ABORIGINAL CULTURAL BUSINESS MODEL - BUSINESS PLAN RESEARCH**

Business Plan Summary

Your business summary should be no longer than a page and should focus on why your business is going to be successful. Your answers should briefly summarise your more detailed answers provided throughout the body of your plan.

**The Business**

| **Question** | **Explanation** | **Information** |
| --- | --- | --- |
| **Business name** | Enter your business name as registered in your state/territory. If you have not registered your business name, add your proposed business name. |  |
| **Business structure** | Is your business a sole trader, partnership, trust or company? |  |
| **ABN** | Enter your Australian Business Number (ABN). If you are a business and have registered for an ABN enter it here. |  |
| **Business location** | Enter your main business location. Briefly describe the location and space occupied/required. |  |
| **Date established** | The date you started trading. Whether it was the date you opened your doors or the date your purchased business opened its doors. |  |
| **Business owner(s)** | List the names of all business owners. |  |
| **Relevant owner experience** | Briefly outline your experience and/or years in the industry and any major achievements/awards.  Keep this brief and try to include only your relevant experience and main achievements. You will have an opportunity to go into more detail under the Management & ownership section. |  |
| **Products/services** | What products/services are you selling? What is the anticipated demand for your products/services? These answers should briefly summarise your answers under the main products/services section. |  |

**The Market**

| **Question** | **Explanation** | **Information** |
| --- | --- | --- |
| **Target market** | Who are you selling to? Why would they buy your products/services over others?  This answer should briefly summarise your answers under the main Market section. |  |
| **Marketing strategy** | How do you plan to enter the market? How do you intend to attract customers? How and why will this work?  This answer should briefly summarise your answers under the main Market section. |  |

**The Future**

| **Question** | **Explanation** | **Information** |
| --- | --- | --- |
| **Vision statement** | The vision statement briefly outlines your future plan for the business. It should state clearly what your overall goals for the business are. |  |
| **Goals/objectives** | What are your short & long term goals? What activities will you undertake to meet them? |  |

**The Finances**

| **Question** | **Explanation** | **Information** |
| --- | --- | --- |
| **The finances** | Briefly outline how much profit you intend on making in a particular timeframe. How much money will you need up-front? Where will you obtain these funds? What portion will you be seeking from other sources? How much of your own money are you contributing towards the business?  Your answers can be quite brief in the summary. They should give the reader a quick idea of your current financial position. Where you are heading financially and how much you need to get there. You can provide more detail in the main Finances section. |  |

The Business

**Business details**

| **Question** | **Explanation** | **More information** |
| --- | --- | --- |
| **Business purpose** | What is the main business purpose? What does it sell? |  |
| **Business size** | Number of employees? Estimated/actual annual turnover? |  |
| **Operating history** | What is the business background? How long has the business been operating? What is your progress to date? |  |

**Registration details**

| **Question** | **Explanation** | **More information** |
| --- | --- | --- |
| **Business name** | Enter your business name as registered in your state/territory. If you have not registered your business name, add your proposed business name |  |
| **Trading name(s)** | Enter your registered trading name or names. Your trading name is the name you will use to trade under. It is the name that appears on your marketing and advertising material. If you have multiple trading names, list them and explain the purpose of each name. |  |
| **Date registered** | The date that appears on your business name registration. |  |
| **Location(s) registered** | Enter the state(s) you have registered your business name. If your business is located in more than one state, you will need to register your business name in each state. |  |
| **Business structure** | Is your business a sole trader, partnership, trust or company? |  |
| **ABN** | If you have registered an Australian Business Number (ABN), then enter it here. |  |

**Business premises**

| **Question** | **Explanation** | **More information** |
| --- | --- | --- |
| **Business location** | Enter your main business location. Describe the location and space occupied/required. What is the size of the space you occupy/require?Which city or town? Where in relation to landmarks/main areas? If you have a retail business, where are you located in relation to other shops? What is the retail traffic like? |  |

**Organisation chart**

| **Question** | **Explanation** | **More information** |
| --- | --- | --- |
| **Figure 1: Organisation chart** | The organisation chart is a quick way of representing your business structure. If you are still recruiting staff, you may wish to include a proposed structure and label it appropriately. I.e. you could add 'Vacant' to the positions that are currently vacant or you could label the whole chart as a 'Proposed Organisation Chart'. | Attach organisation chart next to this box. |

**Management & ownership**

| **Question** | **Explanation** | **More information** |
| --- | --- | --- |
| **Names of owners** | List the names of all business owners. |  |
| **Details of management & ownership** | As the owner(s), will you be running the business or will a Chief Executive Officer (CEO) be running the business on your behalf? What will be your involvement? If it is a partnership, briefly outline for each partner their percentage share, role in the business, the strengths of each partner and whether you have a partnership agreement/contract in place? |  |
| **Experience** | What experience do the business owner(s) have? Why should people invest in you? How many years have you owned or run a business? List any previous businesses owned/managed. List any major achievements/awards. What other relevant experience do you have? Don’t forget to attach your resume(s) to the back of your plan. |  |

**Key personnel**

| **Question** | **Explanation** | **More information** |
| --- | --- | --- |
| **Current staff table** | List your current staff in the table provided. Outline each job title, name of the employee in the position. |  |
| **Required staff table** | Do you need more staff? If yes, state how many and what for. |  |

**Product/services**

| **Question** | **Explanation** | **More information** |
| --- | --- | --- |
| **Product/services table** | List each product/service your business currently offers. Provide a description and unit price (including GST) amount for each. |  |
| **Market position** | Where do your products/services fit in the market? Are they high-end, competitive or a low cost alternative to the products/services offered by your competitors? How does this compare to your competitors? |  |
| **Unique selling position** | How will your products/services succeed in the market where others may have failed? What gives your products/services the edge? |  |
| **Anticipated demand** | What is the anticipated quantity of products/services your customers are likely to purchase? For example, how much will an individual customer buy in 6 months or 12 months? |  |
| **Pricing strategy** | Do you have a particular pricing strategy? Why have you chosen this strategy?  To help you develop your pricing strategy, you could refer to your customer research, market position, anticipated demand and costs/expenses to get an idea.  Whatever strategy you use when setting your price, you will also need to adhere to any relevant fair trading legislation or codes of conduct. |  |
| **Value to customer** | How do your customers value your products/services? Are they a necessity, luxury or something in between? |  |
| **Growth potential** | What is the anticipated percentage growth of the product in the future? What will drive this growth?  To help you determine this growth potential, you could refer to your region/industry research to get an idea of any industry/regional growth that could affect your business in a positive way. |  |

**Risk management**

| **Question** | **Explanation** | **Information** |
| --- | --- | --- |
| **Risk management table** | List the potential risks (in order of likelihood) that could impact your business.  For each risk, detail the following in the table provided:  A description of the risk and the potential impact to your business.  The likelihood of this risk happening - either highly unlikely, unlikely, likely, or highly likely.  The level of impact it may have on your business – high, medium or low.  Your strategies for minimising/mitigating each potential risk. |  |

**Operations**

| **Question** | **Explanation** | **Information** |
| --- | --- | --- |
| **Production process** | What is the process involved in producing your products/services. This process will vary depending on your product/service. Here are some examples of questions you may consider. Is there a manufacturing process? Who is involved in the process? Are there any third parties involved? What is involved in delivering the service to your customers? |  |
| **Suppliers** | Who are your main suppliers? What do they supply to your business? How will you maintain a good relationship with them? |  |
| **Plant and equipment table** | List your current equipment |  |
| **Inventory table** | List your current inventory items in the table supplied. You can include inventory item name, unit price, quantity in stock and the total cost (i.e. unit price multiplied by quantity in stock).  If you have a substantial inventory, you may prefer to attach a full inventory list to the back of your business plan. |  |
| **Technology (software)** | What technology do you require? |  |
| **Trading hours** | What are your trading hours?What are your expected peak trading times? Which times do you expect to be more profitable? How will this change over different seasons? How do your trading hours accommodate these changes? |  |
| **Communication channels** | How can your customers get in contact with you? These channels can include: telephone (landline/mobile), post box, shopfront, email, fax, internet blog or social media channel. If you have chosen only a few channels you may wish to include your strategy behind this. |  |
| **Payment types accepted** | What payment types will you accept? Cash, credit, cheque, gift cards, Paypal etc |  |
| **Credit policy** | What is your credit policy for customers/suppliers? How long is the credit period? What are your collection strategies/procedures? What credit does your business receive? What are the terms? |  |
| **Quality control** | Describe your quality control process. What checks or balances do you have in place to ensure the product or service you offer is produced to the same standard of quality? What steps do you take to meet product safety standards? |  |

**Sustainability plan**

| **Question** | **Explanation** | **More information** |
| --- | --- | --- |
| **Environmental/ resource impacts** | Describe the impact your business could potentially have on the environment. E.g. a particular manufacturing process produces carbon emissions.  To help you answer this question, you could consider conducting an environmental audit. |  |
| **Community impact and engagement** | How does your environmental impact affect the local community? How can you engage the community in minimising your impact? |  |
| **Risks/constraints** | List any risks/constraints to your business resulting from this environmental impact? |  |
| **Strategies** | What strategies will you implement to minimise/mitigate your environmental impact? |  |

The Market

| **Question** | **Explanation** | **More information** |
| --- | --- | --- |
| **Market research** | What statistical research have you completed to help you analyse your market? Did you use a survey/questionnaire? If so, you may like to attach a copy of your survey/questionnaire to the back of this plan. |  |
| **Market targets** | Outline your planned sales targets. What quantity of your products/services do you plan to sell in a planned timeframe? Are they monthly or yearly targets? For example, you may set yourself a goal of selling 1 000 products in 12 months. |  |

**Your customers**

| **Question** | **Explanation** | **More information** |
| --- | --- | --- |
| **Customer demographics** | Define who your target customers are and how they behave. You can include age, gender, social status, education and attitudes. |  |
| **Key customers** | Identify your key customers. (These can be large consumers of your products or individuals whose satisfaction is key to the success of your business.) How will you target your products/service to them? | — |
| **Customer management** | How will you maintain a good relationship with your customers? What techniques will you use? How will you keep your customers coming back? Have you introduced customer service standards? Do you follow any particular code of practice? |  |

**S.W.O.T. analysis**

| **Question** | **Explanation** | **More information** |
| --- | --- | --- |
| **S.W.O.T. analysis table** | List each of your businesses strengths, weaknesses, opportunities or threats in the table supplied and then outline what you will do about each of the weaknesses/threats. | Strengths  Weaknesses  Opportunities  Threats |

**Advertising & sales**

| **Question** | **Explanation** | **More information** |
| --- | --- | --- |
| **Advertising and promotional strategy table** | What strategies do you have for promoting and advertising your products/services in the next 12 months?  For each promotion/advertising: What is the promotion/advertising type (e.g. Print media advertising, online advertising, mail-out, giveaway, media release, social media campaign or event) How do you expect it will improve your business success? What is the cost of each planned activity? When do you expect to complete each activity? |  |
| **Sales and marketing objectives** | Who makes up your sales team? What sales techniques will they use? What tools/material will they use to help sell your products/services? What sales goals/targets will they meet? |  |

The Future

| **Question** | **Explanation** | **More information** |
| --- | --- | --- |
| **Vision statement** | What is your business' vision statement? It should briefly outline your future plan for the business and include your overall goals. | — |
| **Mission statement** | What is your business' mission statement I.e. how will you achieve your vision? | — |
| **Goals/objectives** | What are your short & long term goals? What activities will you undertake to meet them? | — |
| **Action plan table** | How are you going to achieve your goals? What are you going to do? |  |

The Finances

**Key objectives & financial review**

| **Question** | **Explanation** | **More information** |
| --- | --- | --- |
| **Financial objectives** | List your key financial objectives. These can be in the form of sales targets or profit targets. You could also list your main financial management goals such as cost reduction targets. | — |
| **Finance required** | How much money up-front do you need? Where will you obtain the funds? What portion will you be seeking from loans, investors, business partners, friends or relatives, venture capital or government funding? How much of your own money are you contributing towards the business? |  |

**Estimations of Finances**

| **Question** | **Explanation** | **More information** |
| --- | --- | --- |
| **Start-up costs for [YEAR] table** | **Preparing your start-up costs table**  The start-up costs table example contains a list of suggested costs a typical business may incur in its first year of operation. Please take these into consideration when preparing your start-up costing. **Please note:** The table assumes all figures are GST inclusive.  **Estimating costs**  Whether you have already started or intending to start you will need to fill in Actual or Estimated figures against the items in the table. If using estimated costs, please label them clearly. |  |
| **Balance sheet forecast table** | **Preparing your balance sheet forecast**  The balance sheet forecast example contains a list of suggested assets and liabilities a typical business may have. Please take these into consideration when preparing your balance sheet forecast. **Please note:** The table assumes all figures are GST inclusive.  **Calculations**  **Net assets** equals  **Total assets** minus **Total liabilities**. |  |
| **Profit & loss forecast table** | **Preparing your profit & loss forecast**  The profit and loss forecast example contains a list of suggested profit items and expenses a typical business may have. Please take these into consideration when preparing your profit & loss forecast. **Please note:** The table assumes all figures are GST inclusive.  **Calculations:**  **Gross profit/net sales** equals  **Sales** minus **cost of goods sold** minus **any other expenses related to the production of a good or service.**  **Net profit** equals  **Gross profit/net sales** minus **Total expenses**. |  |
| **Expected cash flow table** | **Preparing your cash flow statement**  The Expected cash flow example contains a list of suggested incoming and outgoing cash items a typical business may have. Please take these into consideration when preparing your cash flow statement. **Please note**: The table assumes all figures are GST inclusive.  **Calculations:**  **Opening balance** equals  **Closing balance** of previous month.  **Monthly cash balance** equals  **Total incoming** minus **Total outgoing**.  **Closing balance** equals  **Opening balance** plus **Total incoming** minus **Total outgoing**. |  |
| **Break-even analysis table** | **Calculations:**  **Percentage of price that is profit equals**  **(Average price of each product/service sold** minus **Average cost of each product/service to make/deliver)** divided by **Average price of each product/service sold**.  **Total sales needed to break-even** equals  **Number of units sold needed to break-even** multiplied by **Average price of each product/service sold**.  **Number of units sold needed to break-even** equals  **Fixed costs for the month/year** divided by **(Average price of each product/service sold** minus **Average cost of each product/service to make/deliver)**. |  |