



# YOUR BUSINESS PLAN

TO CREATE A BUSINESS MASTERPIECE, YOU NEED A MASTER PLAN. DON'T BE SCARED. YOUR PLAN IS YOUR FRIEND. IT'S YOUR OPPORTUNITY TO PUT THE MUSCLE AROUND THE SKELETON OF YOUR BIG IDEA. YOUR BUSINESS PLAN WILL BE YOUR ROADMAP FOR SUCCESS. **LET'S TICK OFF WHAT YOU NEED:**

**A one-page summary:**

A one-pager should tell any stranger (including potential investors or banks) what your business is about, who your customers are, how your business is structured, how your products or services are accessed or distributed, and your short-term and long-term plans.

**A vision statement:**

This is 'The Dream'. Think big and audacious. For example, Bill Gates' vision for tech giant Microsoft when he started it was simply "a computer on every desk and in every home."

**A mission statement:**

This is 'The Now' but also 'The How'. Outline your purpose and what you do every day to implement your strategy. For example, Australian skincare brand Sukin's mission is to "make natural products more accessible for everyone".

**Business values:**

What does your business stand for? What are its ethics? For example, Domino's Pizza's values include 'Be generous and provide joyful experiences', 'Crush convention' and 'Do the right thing because it's the right thing to do'.

**Products and services:**

What are you selling? What is required to create the products or services - and how are they distributed? What is the price point and how does that relate to the quality?

**Customers:**

Who are they? What do they do? How old are they? What education level do they have? What are their interests? Walk in their shoes.



MISSION



VISION



VALUES





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CONTINUED



**A market analysis:**

Who are your competitors? What are their strengths and weaknesses? What are your business's strengths and weaknesses?

**Finance:**

What are your startup costs? How much finance do you need to obtain, and where will it come from? What are your immediate projections of costs and sales? What is your projected cash flow?

**Risk:**

What risks are your business exposed to? Is it dependent on importing? Could it be affected by government policy changes? How will you future-proof your brand? Work out if there is insurance available for some or all of the risks.

**Operations:**

What property, equipment or assets will you need to operate? Will you need software and cloud-based computing? Take into account registrations, licenses, capital equipment and personnel.

**A management plan:**

If it's more than one person, outline how you'll make decisions and who is responsible for what. Consider a shareholders agreement if you are going into business with others.

**Legal:**

Do you need any contracts, terms of use, privacy policies, trademark registrations or employee/supplier agreements?

**Review:**

Regularly review and revise your business plan as you go along.



**Things you should know:**



This document is intended to provide general information of an educational nature only. It cannot be used for financing and credit risk assessment purposes. It does not have regard to the financial situation or needs of any reader and must not be relied upon as financial product advice.

**BUSINESS PLAN  
TEMPLATE EXAMPLES**



**Full  
business  
plan**



**One-pager**