



# BRUNSWICK BUSINESS INCUBATOR

## BUSINESS PLAN TEMPLATE



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## INTRODUCTION

A well-prepared business plan is essential throughout the life of your business, not just before you start. It also increases your chances of being successful in business.

It can help provide focus, and to prepare for expanding the business or to help implement new directions, technologies or products. By planning ahead, you are more likely to be able to take advantage of business opportunities and anticipate problems.

This Business Plan Template is a tool that you can use to help develop your plan.

The template provides an extensive listing of headings and prompt questions. As the range and nature of business ideas is so broad, your responses to these questions will vary.

Your Business Plan should be:

- Clear: Use simple language
- Brief: Only include essential and useful information
- Truthful: You want the business idea to be a realistic one, and so the information must be current
- Logical: The way the plan is prepared is an indicator of how the business will be run

As you work through this template, you may find that there are parts of the plan which will first require you to do some market research. If this is the case, then the “Useful Links for Small Business” section may be of assistance.

Once completed, you can arrange a time to visit the Incubator so that your plan can be reviewed.

If you have any questions or require further information, I can be contacted on Ph. 9940 1444 or email: [reception@brunswickincubator.com.au](mailto:reception@brunswickincubator.com.au).

*Anthony O'Brien*

**Anthony O'Brien**  
**Manager**

## **ELIGIBILITY**

***Before proceeding with this Business Plan, please note that some businesses aren't eligible to become a tenant at the BBI. They include the following:***

- Businesses already operating from a commercially leased environment
- Businesses which aren't operating on a full-time basis
- Businesses which don't operate independently. That is, agents, franchises or businesses that have the support of a head office
- Retail businesses that sell products direct to the public
- Manufacturing businesses that need waste water recycling
- Businesses that will emit noxious smells, dust or pollution
- Food manufacturing businesses
- Businesses that deal with animals. For example, dog washing or catteries
- Businesses carrying on any political activities

***If you are operating one of the above businesses, then unfortunately you won't qualify for tenancy. If you wish to discuss this matter, please contact the Manager on Ph 9940 1444.***

# BUSINESS PLAN OF

*Insert Business Name*

**Proprietor Name(s):** \_\_\_\_\_

\_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Telephone Number:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**IN CONFIDENCE**

# **TABLE OF CONTENTS**

## **1. BUSINESS OVERVIEW**

Nature of the Business  
Current Stage of Business Development  
Business Location  
Business Name  
Business Objectives  
Personal Background

## **2. MARKETING PLAN**

Target Market  
Market Analysis  
Competitors  
SWOT Analysis  
Promotional Strategies

## **3. OPERATIONS PLAN**

Business Structure  
Human Resources  
Key Suppliers  
Insurances  
Legal and Tax Obligations  
Regulatory Requirements  
Recordkeeping  
Occupational Health and Safety (OH&S)

## **4. FINANCIAL PLAN**

Physical resources  
Set Up Costs / Financial Requirements  
Prices and Charges  
Trading Terms  
Financial Projections

## **5. APPENDICES / SUPPORTING DOCUMENTATION**

## **SMALL BUSINESS USEFUL LINKS**

## **BUSINESS OVERVIEW**

### **Nature of the Business**

Explain the type of business that you are operating, and provide a detailed listing of the range of products and services that customers can purchase from you.

### **Current Stage of Business Development**

What is the present stage of development of the business? Do you have any existing customers? What is your current dollar value of sales and number of employees?

### **Business Location**

Where is your business currently located?

### **Business Name**

Under what name will the business operate? Has this name been registered?

### **Business Objectives**

What are your objectives for the business over the next 12 months?

What are your objectives for the business over the next 3 years?

### **Personal Background**

What has prompted you to pursue this business idea? What skills, training and experience do you bring to the business?

## **MARKETING PLAN**

### **Target Market**

List, and rank in order of importance, the different market segments that your business is targeting.

Also, if you are *currently operating your business*, then provide information about any existing customers (that is, their name and quantity and type of products being purchased).

### **Market Analysis**

If you are *not currently operating your business*, then it's important that you do research to establish whether there is a demand for your products or services.

### **Competitors**

Who are your main competitors?

### **SWOT Analysis**

What are the Strengths and Weaknesses of your business in comparison to the competition? Also, what Opportunities and Threats have you identified in the external business environment? These may be listed in point form.

### **Promotional Strategies**

What types of promotional strategies do you use to help generate business?

## **OPERATIONS PLAN**

### **Business Structure**

Does your business operate as a sole trader, partnership or company? If applicable, include a copy of a Partnership Agreement or a Certificate of Registration of a Company in the appendices.

### **Human Resources**

What are the key roles in the business, and who performs them? Is it just you, or do you also rely on a business partner(s), other staff, sub-contactors or casual staff?

### **Key Suppliers**

Does your business rely upon any key suppliers? If so, please list their names, what they supply and their trading terms.

### **Insurances**

What insurance cover is required for this type of business? For example, public liability, fire & theft or professional indemnity. If you have taken out insurance, include a copy of the policy in the appendices.

### **Legal and Tax Obligations**

Have you considered and, where necessary, satisfied the following:

Australian Business Number (ABN), Tax File Number (TFN), Goods and Services Tax (GST), Business Activity Statement (GST) and Pay As You Go (PAYG) tax obligations.

### **Regulatory Requirements**

List and describe any business licences and permits that you must satisfy to operate this business.

### **Recordkeeping**

Who is responsible for this aspect of your business and how is it managed? Do you use an accounting software package?

### **Occupational Health and Safety (OH&S)**

Are you aware of the OH&S requirements relevant to your business and have you satisfied these?

## **FINANCIAL PLAN**

### **Physical resources**

List all of the equipment and assets that you will need for the business. These items should be separated into what you *Already Own* and what you will *Need To Acquire*.

### **Set Up Costs / Financial Requirements**

Do you require funds for the business? If so, how much is required and have you been able to source these funds?

### **Prices and Charges**

What are the prices and charges for your products and services? How did you decide upon this pricing structure? You may include a price list if necessary.

### **Trading Terms**

What are the terms of payment that you offer customers? What types of payment do you accept from customers?

### **Financial Projections**

Provide a business cashflow for the next 12 months. Your cashflow should commence from the month when you intend moving into the BBI. The cashflow should include projections of all incoming and outgoing cash. Please also include in your plan an explanation of the assumptions upon which your cashflow is based.

A good cashflow template that you can use is at:

[www.business.gov.au/Information/Pages/businessgovauplanningtemplates.aspx](http://www.business.gov.au/Information/Pages/businessgovauplanningtemplates.aspx)

The template can be found on page 19 of this business plan.

## **APPENDICES / SUPPORTING DOCUMENTATION**

Please provide photocopies of the following, or any other supporting documentation which relates to your business.

- Certificate of Registration of Business Name
- Permits to operate (e.g. Health Department)
- Insurance policies
- Membership of professional bodies
- Partnership Agreement or Certificate of Registration of a Company
- Proof of finance
- Photocopies or examples of the product
- Evidence of work done and/or existing clients
- Any orders received or letters of commitment to purchase your product or use your services
- Resume
- Evidence of qualifications
- Samples of promotional literature



- Any other relevant documentation

## USEFUL LINKS FOR SMALL BUSINESS

Following are links to some useful business information sites:

**ABN Look Up Tool** [www.abr.business.gov.au](http://www.abr.business.gov.au)

A free, simple and quick way to check the details of other businesses

**Austrade (Export Enquiries)** [www.austrade.gov.au](http://www.austrade.gov.au)

Australian government agency that helps companies win overseas business.

Ph: 13 2878

**Australian Bureau of Statistics** [www.abs.gov.au](http://www.abs.gov.au)

Statistical information captured Australia wide

Ph: 1300 135 070

**Australian Securities & Investments Commission** [www.asic.gov.au](http://www.asic.gov.au)

ASIC enforces and regulates company and financial services laws to protect consumers, investors and creditors.

Ph: 1300 300 630

**Australian Taxation Office** [www.ato.gov.au](http://www.ato.gov.au)

Manage and shape tax, excise and superannuation systems that fund services for Australians.

Ph: 13 2866

**Business Entry Point** [www.business.gov.au](http://www.business.gov.au)

An Australian Government site for setting up, managing and expanding your business.

Ph: 13 2846

**Business Licensing Authority** [www.bla.vic.gov.au](http://www.bla.vic.gov.au)

Provides information on licensing, registration or permission requirements to start a business.

Ph: 1300 135 452

**E-business Guide** [www.e-businessguide.gov.au](http://www.e-businessguide.gov.au)

An Australian guide to doing business online

Ph: (02) 6271 1000

**Grantslink** [www.grantslink.gov.au](http://www.grantslink.gov.au)

Provides information on licensing, registration or permission requirements to start a business

Ph: 1800 026 222

**Innovic** [www.innovic.com.au](http://www.innovic.com.au)

Aims to promote and support the development of innovation, and to assist innovators.

Ph: (03) 9650 4733

**IP Australia** [www.ipaustralia.gov.au](http://www.ipaustralia.gov.au)

Aims to promote and support the development of innovation, and to assist innovators.

Ph: (03) 9650 4733

**Office of Fair Trading & Business Affairs** [www.consumer.vic.gov.au](http://www.consumer.vic.gov.au)

Provides information on rights and responsibilities for consumers, traders, renters and landlords.

Ph: 13 2215

**Small Business Mentoring** [www.sbms.org.au](http://www.sbms.org.au)

An independent organisation providing experienced volunteer business counselors, mentors and coaches.

Ph: 13 2215

**Small Business Commissioner** [www.sbc.vic.gov.au](http://www.sbc.vic.gov.au)

SBC is dedicated to promoting a competitive and fair operating environment for small business

Ph: 1800 136 034

**Vic Export** [www.business.vic.gov.au](http://www.business.vic.gov.au)

An introduction to the process of exporting.

Ph: 13 2215

**VECCI** [www.vecci.org.au](http://www.vecci.org.au)

The Victorian Employer's Chamber of Commerce and Industry are an independent, non-government body representing the needs of employers.

Ph: (03) 8662 5333

**Victorian Government – Office of Small Business** [www.business.vic.gov.au](http://www.business.vic.gov.au)

Victorian Government website on starting, running and growing your business.

Ph: 13 2215

**Victorian Workcover Authority** [www.workcover.vic.gov.au](http://www.workcover.vic.gov.au)

Management of Victoria's workplace safety system.

Ph: (03) 8662 5333