## [INSERT YOUR BUSINESS LOGO]

[*Your Name*]
[*Your Title*]

[*Business Name*]

[*Main Business Address*]

**ABN:** [*ABN*]

**ACN:** [*ACN*]

[*Business Name*]

Business Plan

**Prepared:** [*Date prepared*]

## The Business

**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:** [*Sole trader, partnership, trust, company.*]

**ABN:** [*Registered Australian business number.*]

**ACN:** [*Registered Australian company number, if applicable.*]

**Business location:** [*Main business location*]

**Date established:** [*The date you started trading.*]

**Business owner(s):** [*List all of the business owners.*]

**Relevant owner experience:** [*Briefly outline your experience and/or years in the industry and any major achievements/awards.*]

**Products/services:** [*What products/services are you selling? What is the anticipated demand for your products/services?*]

## The Market

**Target market:** [*Who are you selling to? Why would they buy your products/services over others?*]

**S.W.O.T. Analysis:** [*List each of your business’s strengths, weaknesses, opportunities or threats in the table below and then outline how you plan to address each of the weaknesses/threats.*]

|  |  |
| --- | --- |
| **Strengths**  | **Weaknesses**  |
|  |  |
| **Opportunities** | **Threats** |
|  |  |

**Advertising and promotional strategy**

*[What strategies do you have for promoting and advertising your products/services in the next 12 months?] – (include your marketing plan)*

## The Future

**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 will you undertake to meet them?*]

## 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?*]

For AHC audit you can omit the finance area and supply a letter from your accountant stating you have good financial systems in place.