

[INSERT YOUR BUSINESS LOGO]

[Your Name]

[Your Title]

[Business Name]

[Main Business Address]

ABN: [ABN]

ACN: [ACN]

[Business Name]

Business Plan

Prepared: [Date prepared]

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## 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

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### 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.

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