

[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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