<Insert Business Name>

Business Plan

**Prepared:** [Date]

**Prepared By:** [Name]

**Mobile:**

**Email:**

### The Business

**Registered Company Name:**

**Business Trading Name:**

**Business Ownership Structure:** [Sole Trader / Partnership / Company / Trust / Details of Shareholders]

**ABN:**

**ACN:**

**Business Location:**

**Date Established:**  (or planned opening date)

**Business Owner:**

**Owner Experience:**

(explain the director/s business background, industry experience, management experience & relevant qualifications)

**Business Summary:**

(explain what the business is, what products or services does it provide, why you are investing in it, what your plans for the business are)

**Business Premises (Location):**

(Where is the business situated, why has this location been chosen, has a lease been signed)

**Management Team & Organisatonal Structure:**

(Outline the experience of individuals in management team & other key personel. An organisational chart can also be helpful)

### The Market

**Market Research:**

(What market research have you conducted to assist the decision making process? What are the opportunities?)

**Target Market:**

**Marketing Strategy:**

What tactics do you have for marketing, will you be using social media selling, Google Advertising? Facebook Advertising? Have you costed out your marketing?

**Marketing Responsibility:**

(who will be doing the marketing, what qualifications do they have)

**Competitors:**

**Value Proposition:**

(what are you offering, what is your point of difference, competitive advantage)

### S.W.O.T. Analysis

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

### Finances

(what is the total turnkey cost of the business, How are you going to fund the purchase of this business?)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Franchise Fee | $ |  | Director/s Capital (savings) | $ |
| Fit-out Costs | $ |  | CFI Funding | $ |
| Equipment Costs | $ |  | Bank / Other Financier | $ |
| Other Soft Costs | $ |  | Other Loans (Family) | $ |
| Working Capital | $ |  | Landlord Contribution | $ |
| CFI Security Bond | $ |  |  |  |
| **TOTAL** | $ |  | **TOTAL** | $ |

### Financial Projections

2 Years Profit & Loss Statements

Cashflow Forecast