BUSINESS PLAN

A practical guide to planning your business

Business name	*Enter your registered or proposed business name*
Business owner(s)	
Date	
ABN	
Business structure	*e.g. Sole trader, partnership, company*
Phone	
Email	
Address	
Website / Social media	

How to use this template

Complete each section as honestly and specifically as you can. There are no right or wrong answers, but the more detail you provide the stronger your application will be. Guidance prompts (in italics) are there to help you think things through, you do not need to answer every prompt directly. Remove the prompts before you submit.

If you need support completing this plan, visit Business.gov.au for free resources and tools.

1. About Your Business

1.1 Business Overview

Briefly describe what your business does, who it serves, and what makes it worth supporting. Complete this section last if it helps.

What does your business do? *Describe the products or services you sell in plain language.*

How long have you been operating? *Include relevant industry experience if you are a new business.*

What is your vision for this business? *Where do you want to be in 5 years? What does success look like for you?*

1.2 Your Unique Selling Point (USP)

Your USP is what sets you apart from competitors. It is the reason a customer should choose you over someone else. Be specific, not generic.

What problem does your business solve for customers? *Think about what your customers struggle with before they come to you.*

What makes your business different? *Consider: quality, price, location, service, experience, specialisation, or something no-one else offers in your area.*

Why would a customer choose you over a competitor? *Write this from the customer's point of view.*

1.3 Key People

Who runs and supports the business? Include yourself and any staff, advisors, or mentors.

Role	Name (if filled)	Relevant skills or experience

2.1 Target Customers

Not everyone is your customer. The more clearly you can describe who you are selling to, the easier it is to reach them and meet their needs.

Who are your ideal customers? *Think about age, location, lifestyle, income level, interests, or what they have in common. E.g. 'Young families looking for affordable, healthy takeaway meals.'*

What do your customers value most when buying from a business like yours? *Price? Quality? Convenience? Reliability? Local connection? Personalised service?*

2.2 Competition

Understanding your competition helps you position your business smarter. Be honest about who else is doing what you do.

Competitor name	What they do well	What they do not do well	How you are different

2.3 SWOT Analysis

A SWOT analysis helps you take stock of where your business stands. Strengths and Weaknesses are internal (things you control). Opportunities and Threats are external (the market, economy, community).

Strengths *What does your business do well?*	**Weaknesses** *What could be improved?*

Opportunities *What external factors could help you grow?*	**Threats** *What external factors could cause problems?*

3. Products, Services & Pricing

3.1 What You Sell

List your main products or services. If you have many, group them into categories.

Product or service	Description	Price (incl. GST)

3.2 Pricing Strategy

How did you decide on your prices? There is no single right approach, but you should be able to explain your reasoning.

How do you set your prices? *Consider: cost of materials + labour + overhead + margin? Market rate? Premium positioning? Competitive undercutting? Seasonal pricing?*

Do your prices cover all your costs and leave a profit? *Walk through a rough example: what does it cost you to deliver one product or service, and what do you charge for it?*

How do your prices compare to competitors? *Are you cheaper, similar, or more expensive? Why?*

3.3 Sales & Distribution

How do customers buy from you? Where and how do you deliver your product or service?

Sales channel	What it is used for	% of sales (estimated)

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4. Marketing Your Business

4.1 How You Reach Customers

Good marketing puts the right message in front of the right people at the right time. Think about where your customers are and how they make decisions.

Marketing channel	What you will use it for	How often / budget

4.2 Your Marketing Message

What do you want people to feel or think when they encounter your business? Your message should connect your USP to your customers' needs.

Summarise your key marketing message in one or two sentences. *E.g. 'The only mobile dog grooming service in the area, bringing salon-quality care to your door, so you never have to stress about the commute.'*

How do you plan to grow your marketing efforts? *Be specific. Which channels? What materials or tools? What outcome do you expect?*

5. Goals & Actions

5.1 Short-Term Goals (next 12 months)

Think about what you want to achieve in the next year. Make your goals specific and realistic. What will you actually do, and by when?

Goal	*Goal 1*	*Goal 2*	*Goal 3*
Actions to achieve this goal			
Target date			
Who is responsible			

5.2 Long-Term Goals (next 3 years)

Where do you want your business to be in 3 years? These can be bigger and broader than your short-term goals.

Goal	*Goal 1*	*Goal 2*	*Goal 3*
Actions to achieve this goal			
Target date			
Who is responsible			

6. Financial Picture

You do not need to be an accountant to complete this section. Honest estimates are fine. If you have an accountant or bookkeeper, ask them to help. The purpose is to show you have thought through the financial viability of your business.

6.1 Investment & Funding Needs

Are you seeking finance, a grant, or planning to invest your own funds into the business? Describe what you need and what it will be used for.

Item or expense	Purpose / how it helps your business	Estimated cost ($)

6.2 Profit & Loss Forecast

Estimate your income and expenses for the next 12 months. Round numbers are fine.

	Current year ($)	Next year ($)
Total expected income (revenue)	*Current year estimate $*	*Next year estimate $*
Cost of goods / cost of delivery		
Gross profit (income minus cost of goods)		
Operating expenses (rent, wages, marketing, etc.)		
Net profit / loss (gross profit minus expenses)		

7. Risk Management

7.1 Key Risks

Every business faces risks. Listing them honestly shows you have thought ahead and have a plan. Consider risks like losing a key customer, equipment failure, supply chain issues, or economic downturns.

Risk	Likelihood (Low / Med / High)	What you will do to reduce or manage it

7.2 Compliance

List any licences, registrations, or laws that apply to your business. Your local council, industry association, or Business.gov.au can help if you are unsure.

Licences, permits, and legal requirements relevant to your business *E.g. food safety certificate, trade licence, local council permit*

8. Declaration

I / We declare that the information provided in this business plan is true and accurate to the best of my / our knowledge.

Full name	
Position / role	
Signature	
Date	

Need help? Visit business.gov.au for free small business resources and tools.
Or contact Griffith City Council Economic Development Department (02) 6962 8100.