

Business Plan Worksheet

1. Business Details

Business Trading Name:

Business Address:

Business Structure:

ABN:

Date Established:

Business Owner(s):

Products / Services:

2. Vision Statement

Vision: What are you building? How does your business look in 3 - 5 years?

Mission: What is the purpose of this business? What activities will it do? How will it do them? What does it stand for?

Values: What are the values that will guide the way you operate and manage your relationships with your clients, staff and suppliers. What is your business philosophy?

3. **Business Objectives**

What is the endgame? What are the main achievements that will be realised over the next 3-5 years? What will you measure?

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4. **SWOT Analysis** (your current situation)

Strengths	Weaknesses

What are the main trends and developments that offer opportunities or threats for your business?

Opportunities	Threats

5. **Target Market**

Who is your ideal client?

Describe them in regards to the following:

- Their characteristics (Age, location, occupation, interests)
- Their major frustrations
- Their ambitions. What do they want?
- Your solution to their problems

6. **Brand and Products / Services**

What does your brand stand for? How does it make your clients feel? What is your brand personality?

Unique Selling Proposition:

Why should they buy from you? What makes you stand out in the marketplace?

(Examples: customer service, quality, product, design, distribution, trust, values, risk reversal, scarcity)

Products / Services Description:

What are your main products / services? What are their benefits to your clients?

7. Marketing Strategies

What are your key marketing strategies for your business?

Offline Strategies

Online Strategies

Test and Measure: How do you test and measure your marketing?

8. Organisational Structure

Who is in charge of each key area of your business? What are the core activities of each main areas?

Area	Who	Activities
Sales		
Marketing		
Finance		
Production		
Distribution		
Administration		

