

## Start Up Business Plan

A business plan can help you secure finance, define the direction of your business and create strategies to achieve your business goals

Contents	Details to be included in your business plan	
Title Page	Business logo	
	Business Name	
	Main business address	
	Australian Business Number (ABN)	
	Australian Company Number (CAN)	
	Your name	
	Your title	
	Date of preparation of the Business Plan	
Table of Contents	Complete guide to the Business Plan	
Business Plan Summary	Your business summary should be no longer than a page; outline why and what your business will need to make it successful.	
Business overview	Business/Trading Name(s) (including registration date)	
	Australian Business Number (ABN)	
	Australian Company Number (ACN)	
	Tax Registration Details (GST, PAYG, Withholding, etc.)	
	Organisation chart, detailing: <ul style="list-style-type: none"> <li>- Business structure (company, trust, partnership, sole trader)</li> <li>- Business owner(s) details (shareholders, unit holders, partners, etc.)</li> <li>- Connected business/entities</li> </ul>	
	Business location(s) (lease/rental details)	
	Business purpose (what do you do)	
	Owner(s) business experience	
	History of the business	
	Annual/projected turnover	
	Product/Services overview	Summary of each of the businesses products or services
		Competitors/Market summary
Competitive advantage		
Anticipated demand for products/services		
Pricing structure		
Growth potential		
Key personnel	Management structure (including past experience)	
	Current/required staff levels	
	Recruitment program	
	Training/induction program(s)	
	Staff retention strategies (bonus plans, employee share plans)	
Innovation in your business	Research & Development strategies	
	Protection of your intellectual Property	
Legal, risk management and insurance analysis	Legal considerations summary (specific to your business/industry)	
	Risk Management Analysis	
	Summary of all business insurance, including: <ul style="list-style-type: none"> <li>- Public liability</li> <li>- Workers compensation</li> <li>- Business insurance</li> <li>- Product liability insurance</li> <li>- Business assets/income</li> <li>- Professional indemnity</li> </ul>	
	Operations insight	Production/service process
		Quality control

	Suppliers
	Customers
	Plant & Equipment used/required
	Inventory used/required
	Technology used/required
	Business hours
	Payment/credit terms
	Warranties//refund policies
	Memberships/customer loyalty programs
	Sustainability
Market review	Target Market
	Market analysis (including S.W.O.T. competitor analysis)
	Key customers (including customer profiles)
	Customer relationship management
	Advertising and sales strategies
	Distribution channel(s)
Business goals/objectives	Vision Statement (future plan for the business)
	Goals & Objectives (long term/short term)
	Business milestones
Business finances	Start-up cost analysis (if applicable)
	Historical/projected Balance Sheet
	Historical/projected Profit and Loss Statement
	Historical/projected Cash flow statement
	Break even analysis
	Outline any assumptions used in projections
	Funding required

<b>Background &amp; General Considerations</b>	
Have you searched ASIC for business name availability?	
Do you have any industry experience?	
What industry and economic factors will affect the business over the next 10 years?	
Have you determined the level of working capital required to run the business?	
Have you considered advice from a broker/ banker regarding business funding?	
Who are your competitors and what is their proximity to the business?	
Who are your key customers?	
Who are your key suppliers?	
Have you conducted a SWOT analysis for the business?	
Will any future issues impact on the future of the business? E.g. Changing Technology	
Have you considered the location of your business?	
<b>Accounting Considerations</b>	
Have you got a relationship with a tax accountant?	
Have you considered hiring a bookkeeper?	
Have you considered the various accounting software's available to your business? Xero, MYOB	

Have you considered the industry benchmarks?	
<b>Taxation Considerations</b>	
Do you understand lodgement due dates of Business Activity Statements being Monthly, Quarterly or Annually?	
Do you know the tax tables and tax rates?	
Consider tax planning strategies with the accountant	
<b>Legal Considerations</b>	
Have you considered how the new business will be structured? I.e. company, trust, sole trader, partnership	
Did you check the company constitution, shareholding, directorship if you're set up was a company?	
Have you formed a partnership agreement if you decided on partnership structure?	
Will you need a patent or trademark?	
Have you considered the terms of the lease where you want your business premises?	
Are the business operations subject to any government regulations? If so do you need to prepare any documents for licensing purposes or permits?	
Have you considered industry specific to your business insurance?	
Have you considered public liability?	
Have you considered professional indemnity insurance?	
<b>Employee Considerations</b>	
Have you prepared an employment contract?	
Have you considered an OH & S policy?	
Are you aware of all awards, workplace agreements pertaining to the staff?	
Have you organized a workers compensation insurance policy?	
Have you registered with the OSR if you think wages will exceed the payroll tax threshold?	
<b>Is Work Cover up to date?</b>	
Have you considered workplace culture & behavioral policies?	
<b>Statutory Requirements</b>	
Have you verified registrations for:	
TFN	
ABN	
GST PAYG-W (Monthly, Quarterly, Annually)	
Super Stream	
Payroll Tax	