

WORKSPACE AUSTRALIA

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BUSINESS PLAN

Proudly supported by:

AusIndustry Bendigo Bank FEO – Future Employment Opportunities Powercor Australia
Buloke Shire Council Central Goldfields Shire Council City of Greater Bendigo Macedon Ranges Shire Council Mount Alexander Shire Council



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Company Details

Company Name:

Registered Office:

ACN:

ABN:

Ownership:

Directors:
.....

Bankers:

Accountants:

Auditors:

Principal Operating Locations:
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Telephone:

Facsimile:

Email:

1. PRIMARY OBJECTIVES

[Describe your business, what services you provide, etc.]

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2. BUSINESS PLAN SUMMARY

2.1 Vision Statement - a paragraph articulating what your business will do.

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2.2 Mission Statement - a paragraph articulating how your business will achieve its vision.

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2.3 Concept

[Detail your experience and/or expertise.]

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2.4 Services

[Describe the services that will be provided by the business.]

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2.5 Market Analysis

[How have you tested the market for the business? Give a profile of the region in terms of your business activity]

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2.6 Marketing Strategy

[How will you market your business?]

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2.7 Financial Data

[Costs associated with setting up the business, eg. equipment, overheads, etc.]

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3. BUSINESS DESCRIPTION

[Details of how you will operate the business]

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4. SWOT ANALYSIS

[Describe the Strengths, Weaknesses, Opportunities and Threats to the business.]

4.1 Strengths

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4.2 Weaknesses

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4.3 Opportunities

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4.4 Threats

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5. MARKETING STRATEGIES

[Describe in detail how you will promote and market the business.]

5.1 Customer Service

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5.2 Promotional Material

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5.3 Advertising

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6. SALES AND SERVICES TARGETS

[Describe goals and targets for the business.]

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7. BUSINESS GROWTH AND DEVELOPMENT

[Detail your plans for the growth of the business.]

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8. FACILITIES, TOOLS AND EQUIPMENT

[What tools and equipment will be used now and in the future.]

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9. BUSINESS STRUCTURE

[Describe the structure of the business, eg. partnership, sole trader, etc.]

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10. ATTACHMENTS

Projected Profit/Loss *[sample attached]*.

Resume of *[owner/operator]*.