

## Business Plan

**Business Name:** [ ]

**Date:** [ ]

**Vision:** [ ]

**Objective 1:** [ ]

**Objective 2:** [ ]

**Objective 3:** [ ]

**Strategy 1:** [ ]

**Strategy 2:** [ ]

**Strategy 3:** [ ]

**Core Products/Services:**

Identify your top selling products/services, which are your main revenue streams?

1. [ ]

2. [ ]

3. [ ]

**Target Market:**

Identify and describe the characteristics of your key target market customer segments:

1. [ ]

2. [ ]

3. [ ]

**Sustainable Competitive Advantage (SCA):**

Distinctive Competence (What is truly Unique?) [ ]

Competitive Advantage (How will the customer experience be better than the competitors?) [ ]

Sustainability (How low carbon initiatives will be good news stories?) [ ]

**Marketing Channels:**

Website/E-commerce: [ ]

social media: [ ]

Email: [ ]

Advertising: [ ]

Membership/Networks: [ ]

Public Relations: [ ]

Other: [ ]

**Seasonality:**

Peaks: [ ]

Troughs: [ ]

**Operations:**

Locations/Online: [ ]

Operating Hours: [ ]

**Human Resources:**

Staffing requirements: [ ]

Position Descriptions

Training: [ ]

**Finance:**

Bookkeeping/Accountant : [ ]

Software e.g., MYOB or Xero

Review P&L e.g weekly: [ ]

**Pricing Strategy**

Pricing Review e.g., quarterly: [ ]

Method of Pricing e.g cost + margin: [ ]