



BUSINESS FUEL

MAKING MONEY HAPPEN

**UNLOCK
THE FUTURE**

BUSINESS PLAN TEMPLATE

“

A GOAL WITHOUT A PLAN IS JUST A WISH.

– Antoine de Saint-Exupéry, writer and pioneering aviator

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LET'S BE HONEST...

It's easy to get stuck in the day to day business of business. Sometimes we are so busy chugging along, we forget why we're doing what we're doing. We forget to plan.

Knowing the importance of having a solid foundation, we at Business Fuel have created this business plan template, to not only empower you, but to help you unlock the future and make money happen.

WHY IS PLANNING IMPORTANT?

Business planning gives you a chance to step back from the busy life of business ownership and really think about the life of your brand. It allows you to reflect on the past, assess your current situation and create strategies for the future, and should be something that is revisited at least once every year.

'But aren't business plans for beginners?', we hear you say. If you made a plan when your business was born and haven't touched it since, it is time for a reboot. Business plans are an essential tool for maintaining and growing businesses of every stage.

HOW TO USE THIS BUSINESS PLAN

This business plan aims to help you understand your current situation better and create clear on-brand goals to work toward. We'll work through branding, marketing, money and more to help you get a clear idea of where to next.

Using this business plan, you will have a sturdy foundation for pursuing the growth you want.

BUSINESS PLAN

THE BASICS

Business name:

Owner:

Phone number:

Email address:

GST status:

ABN:

Mailing address:

Physical location:

Website:

Insurance/s held:

Age of business:



THE WHO

Here, we consider the “Who” of your brand. The identity of your brand is a driving force and deserves thoughtful examination. It is easy to get lost in the day to day functions of your business and forget that it needs a personality!

This section helps you think through your brand as a whole and what it communicates to the world.

Who is

Describe the purpose of your business in one to two sentences.

What problem do you solve?

Consider the solution you are providing to your clients. For example if you are a barber who specialises in exceptional men’s haircuts, fast, you are providing an answer to a problem - time poor men who want great hairstyles.

Our target audience

Who is your ideal client? To determine this, think about the kind of person your brand is designed to serve and the real-life customers who most often buy from you. Think about their age, gender, location and interests.

THE WHAT

How does your business express itself? That is what this section of the business plan helps you determine. Branding is a major method of communication. The 'what' of your brand is the nitty gritty business of content. From logos to language, it all paints a picture.

Tagline

What is your tagline?

The Logo. What does it represent?

Imagine if someone was to ask you what your logo meant.

Words we will use

What are some of the key words or phrases your brand will use?

Words we will not use

What are some of the key words or phrases your brand will not use?



THE WHY

Your business needs purpose in order to thrive and move forward. Thinking through the 'why' behind what you do is a great way to understand your business goals better. This is the time to both remember your original motivations and dream big as to what the future could look like!

Vision

This is the big picture statement. What will things look like if you were to achieve everything your brand is striving to achieve? For Amazon, it is "Our vision is to be earth's most customer-centric company; to build a place where people can come to find and discover anything they might want to buy online"

Mission

This is the difference your brand makes to the world. Your mission might be to transform education through providing excellent resources. Or, to help women feel confident about their beauty through creating a body-positive retail experience. Think about the moral and ethical implications of your vision.

Brand Values

What are your brand's 3-5 brand values? To articulate these, consider what your brand stands for. What's important to your business? Then write a sentence or two around what the brand value means to your business. For example: If a brand value to your brand is "fun", go that one step further and describe what "fun" means to your brand. Such as: To us, being fun is about ABC. We have the most fun when we XYZ.

What makes your brand unique?

Imagine you were asked to sell your business to a potential investor. Tell them why they should invest in your unique business. Avoid vague terms such as "excellent service" or "quality products". Dive a lot deeper and ask - if your direct competitor was across the road - what would make someone cross the road to buy from you, if you had a physical store?

Who are your top 3 competitors? And how do you differ from them?

Which other players in your industry, either local or wider, do your potential clients buy from? What can you offer your clients that these competitors can't?



MARKETING

What is our Marketing Strategy?

Describe your Marketing Strategy. What platforms will you be active on? How much will be invested? If you would like some guidance, download our Digital Marketing Template and hyperlink it here.

Who makes your content?

Do you create your own DIY content or do you have a communications team? Alternatively, perhaps you hire freelance content creator.

What are your top three goals for content marketing?

Be critical of yourself. Take a long, hard look at your branding and content and think of ways you would like to see it improve. For inspiration, look to other brands you admire.

1

2

3

THE PEOPLE

The who's who behind your business. From CEO to cleaner, the people who work for your business are the lifeblood of your brand. Who are they?

How many employees?

How many locations?

Management structure:

Outside help? (accountant, business consultant, content creators etc)

THE MONEY

Business and money go hand-in-hand (hopefully!). Measuring branding, culture and structure are all essential - but if you really want to grow your business towards success, it's time to have a long hard look at the bank account. Do some basic accounting to help you get a real idea of what's working and what's not.

Net worth of business:

Total revenue to date:

Total revenue over the past 12 months:

Total costs over the past 12 months:

Projected revenue over the next 12 months:

Projected costs over the next 12 months:

Budget for marketing:

Budget for staff:

Budget for stock:

Budget for rental or mortgage:

Budget for other costs:

Name three financial goals for the next 5 years:



STRATEGISE FOR SUCCESS

Success is all about strategy. Problem solving is every business owner's bread and butter. This section is an opportunity to think about some of your biggest business dilemmas and workshop your way to success.

**What are three problems or challenges your business is facing currently?
And date to be solved by**

Problem #1		
Problem #2		
Problem #3		

Overcoming Problem #1

Goal	
Step 1	
Step 2	
Step 3	

Overcoming Problem #2

Goal	
Step 1	
Step 2	
Step 3	

Overcoming Problem #3

Goal	
Step 1	
Step 2	
Step 3	



STEPPING FORWARD

Last but not least...

Business plans are no good unless they lead you somewhere. By now, you should have a good idea of where your business is currently at. Perhaps you see some flaws and strengths that were previously hidden. With this new knowledge, it's time to think about where you would like to go. A strong business is always on the move. What are your goals? How will you achieve them?

In **12 months time** I would like my business to:

In **2 years time** I would like my business to:

In **5 years time** I would like my business to:

My **ultimate business goal** is:

NEED THAT EXTRA FINANCIAL SUPPORT TO HELP MOVE YOUR BUSINESS FORWARD?

Let's have a chat and see how we can help you secure additional finance to unlock the future, and make money happen.



CONTACT US

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