[Company Logo]

(if applicable)

**[Company Name]   
BUSINESS PLAN   
[Current Month], [Year]**

[Name]

[Title]

[Company Name]

[Contact Details]

**TABLE OF CONTENTS**

[1. Executive Summary 3](#_Toc514767309)

[1.1 Business Overview](#_Toc514767317)

[1.2 Business Success Factors](#_Toc514767317)

[1.3 Business Achievements](#_Toc514767318)

[2. company overview](#_Toc514767310)

[2.1 Key Information](#_Toc514767317)

[2.2 Founder Overview](#_Toc514767317)

[3. Strategic overview](#_Toc514767312)

[3.1 Business Goals/Objectives](#_Toc514767317)

[4. Industry analysis](#_Toc514767321)

[4.1 Market Overview](#_Toc514767322)

[4.2 Relevant Market Size](#_Toc514767323)

[5. customer analysis](#_Toc514767326)

[5.1 Customers](#_Toc514767327)

[5.2 Customer Needs](#_Toc514767328)

[6. competitive analysis](#_Toc514767326)

[6.1 Direct Competitors](#_Toc514767327)

[6.2 Indirect Competitors](#_Toc514767328)

[6.3 Competitive Points of Difference: Key Success Factors](#_Toc514767327)

[7. marketing strategy and implementation](#_Toc514767331)

[7.1 Products, Services and Pricing](#_Toc514767334)

[7.2 Promotions Plan](#_Toc514767335)

[7.3 Distribution Plan](#_Toc514767336)

[7.4 Implementation/Tactics](#_Toc514767336)

[8. management team](#_Toc514767332)

[8.1 Management Team Members](#_Toc514767334)

[8.2 Management Team Gaps](#_Toc514767335)

[8.3 Board Members](#_Toc514767336)

[9. revenue/financial plan](#_Toc514767340)

[9.1 Revenue Model](#_Toc514767334)

[9.2 Business Financial Summary](#_Toc514767335)

[9.3 Finanical Projections](#_Toc514767336)

[9.4 Projected Expenses](#_Toc514767337)

[10. Action Plan Priorities](#_Toc514767341)

[APPENDIX a: financial Statements](#_Toc514767341)

**1. EXECUTIVE SUMMARY**

*(No more than 3-3½ pages for entire section. The Executive Summary is the section that you write last. Complete all the other sections first)*

**1.1 Business Overview**

*Write a clear and concise explanation of your business. If you were given 2 minutes to explain your business in a compelling way, what would you say? (This is sometimes called your USP; your unique selling proposition.) Remember that your response is likely to be the determining factor as to whether potential investors or funders will invest in your business.*

*It should be a summary of the commentary below rather than introducing anything new.*

*Include your company values.*

**1.2 Business Success Factors**

Write a comprehensive list of reasons why your company will succeed in the following important areas (below). Be honest and compelling.

* **Products & Services** *Our products and services are superior to our competitors because…*
* **Human Resources** *Our management team has extensive experience in the fashion industry, including…*
* **Location** *Our location enables us to better serve our customers because…*
* **Operational Systems** *Our systems enable us to provide high quality products and effective services at a lower cost. Those systems include…*
* **Customers** *Our target customers are not being served by our   
  competitors because…*
* **Marketing** *Our unique marketing skill sets enable us to attract new customers at a low cost. Those customers include…*

**1.3 Business Achievements**

*Write a clear and comprehensive list of achievement highlights to date and cite sources of evidence. Begin the list with a statement like…* We report the following achievements by our business, which positions us for future success:

**2. COMPANY OVERVIEW**  
*(No more than ½ page)*

**2.1 Key Information**

* Date of establishment
* Legal structure, e.g. limited liability, etc.
* Organisational structure.
* Office location.
* Business stage, i.e. start-up, expansion, diversification.
* Products and services launched when?
* Revenue milestones reached when?
* Key customer contracts secured when?
* Key employees hired when?
* Other key events?

**2.2 Founder overview**

*Write a couple of sentences about your background.*

**3. STRATEGIC OVERVIEW**

**3.1 Business Goals/Objectives**

*Outline three key business goals/objectives for the future, one in each of the following headings, aligning with your values and vision.*

|  |  |  |
| --- | --- | --- |
| *Goal* | *Strategies and Tactics* | *How it will be measured* |
| Financial |  |  |
| Branding/marketing |  |  |
| Operational |  |  |

**4. INDUSTRY ANALYSIS**  
*(No more than 1 page)*

**4.1 Market Overview**

*The aim of this section is to show that you understand the market place and market size that your business is operating in.*

The market in which [Company Name] is operating can be characterised   
as follows…

* Industry sales ($)
* Industry sales (units)
* Other key statistics
* Market trend 1 (e.g., growth/decline)
* Market trend 2 (e.g., changing customer needs)

**4.2 Relevant Market Size**

Calculate your relevant market size as follows:

* Number of customers who might be interested in purchasing your products and/or services each year?
* Amount these customers might be willing to spend on an annual basis, on your products and/or services?
* Your relevant market size is #1 (above) X #2

*(\* The analysis above will show that your relevant market size is large enough to enjoy considerable success. The key is how to increase and sustain your share of the market.)*

**5. CUSTOMER ANALYSIS**  
*(No more than 1 page) It is very important to show the reader of your business plan that you understand your target audience.*

|  |  |
| --- | --- |
| **5.1 Customers**  **Provide a profile of your target customers** (delete what is not relevant, include what is relevant)**:**   * Age demographic * Income estimate * Gender * Location * Marital Status * Family size * Occupation * Language * Education * Values/Beliefs * Activities & Interests * Business Size | **5.2 Customer Needs**  **Provide a profile of the needs of your target customers** (delete what is not relevant, include what is relevant)**:**  Speed  Quality  Location  Reliability  Comfort  Price Value  Customer Service  Convenience  Ease of Use  Other |

*(\* Provide a snapshot of the size of your target market. Research NZ Census and other websites, etc.)*

**6. COMPETITIVE ANALYSIS**  
*(No more than 1 page)*

*Provide an overview of competitors in the same business, from the same industries (direct competitors), and competitors from similar business in different industries or different business from the same industries (indirect competitors).*

**6.1 Direct Competitors**

The following companies are our direct competitors… *Provide a list of direct competitors (prioritise 1-5).*

**6.2 Indirect Competitors**

The following companies are our indirect competitors… *Provide a list of indirect competitors (prioritise 1-5).*

**6.3 Competitive points of difference: key success factors**

*Please write your USP here* *and complete the following statement:*

[Company Name] is positioned to outperform competitors for the following reasons… *Prioritise 3-5*

**7. MARKETING STRATEGY AND IMPLEMENTATION**  
*(No more than 1 page)*

**7.1 Products, Services & Pricing**

*Provide a table that sets out description/s of your product/s and/or service/s, and including a pricing structure.*

**7.2 Promotions Plan**

*Provide a list of relevant promotional tactics that your business uses.*

[Company Name] will use the following tactics to attract new customers…

* billboards, blogs, podcasts, classified ads, mail drops, flyers, email marketing, event marketing, networking, newspaper,/magazine/journal ads, online marketing, partnerships/joint ventures, postcards, press releases/PR campaigns, radio ads/TV ads/infomercials, word-of-mouth/viral marketing, telemarketing, trade shows, etc.

*Provide a line graph that shows the success rate of the top 5 tactics?*

**7.3 Distribution Plan**

Customers can buy from [Company Name] via the following methods… *Provide a distribution list.*

* retail location, company website, direct mail catalogue, distributors, other retailers, partners, etc.

**7.4 Tactics**

*List the tactics and actions you will undertake to implement your marketing plan.*

**8. MANAGEMENT TEAM**  
*(No more than 1 page)*

**8.1 Management Team Members**

Provide a profile of each of your management staff members:

* Name
* Title
* Key Functional Areas covered
* Past positions, successes and/or unique qualities
* Educational background

**8.2 Management Team Gaps**

Identify gaps in management team, i.e. key expertise. This enables you to identify people you expect to hire in the future, e.g. what position/s is/are missing and who will fill those positions?

* Title/Role
* Key Functional Areas covered.
* Skills, experience and qualities of the individual who will be sought to fill this role.

**8.3 Board Members**

Identify names of Board members (if any).

**9. REVENUE/FINANCIAL PLAN**

**9.1 Revenue Model**

[Company Name] generates revenues via the following:

* Sales of products/services
* Referral revenues
* Advertising sales
* Donations
* Other

**9.2 Business Financial Summary**

*Provide a brief overview of your expected financial performance over the next five years. Use a table and input the relevant data from your* ***Income Statements, Balance Sheets & Cash Flow Statements*** *(refer Appendix A).*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **FY1** | **FY2** | **FY3** | **FY4** | **FY5** |
| Revenues |  |  |  |  |  |
| Direct Expenses |  |  |  |  |  |
| **Gross Profit** |  |  |  |  |  |
| Gross Profit (%) |  |  |  |  |  |
| Other Expenses |  |  |  |  |  |
| **EBITDA** |  |  |  |  |  |
| Depreciation |  |  |  |  |  |
| Amortization |  |  |  |  |  |
| Preliminary Expenses Written Off |  |  |  |  |  |
| Interest Expense |  |  |  |  |  |
| Income Tax Expense |  |  |  |  |  |
| **Net Income** |  |  |  |  |  |

**9.3 Financial Projections**

The following graph provides an overview of our financial projections. See Appendix A for our full projected **Income Statements, Balance Sheets & Cash Flow Statements.**

**9.4 Projected Expenses**

Projected expenses of [Company Name] are as follows…

**10. ACTION PLAN PRIORITIES**

*Specific, measurable actions that you will undertake in the immediate future, for example, rewrite marketing messages, set up Facebook page, extend product range by adding XX. The actions can be externally or internally focused. All serve to strengthen your business and move it towards achieving the goals you set in Sections 2.4 and Section 3.2.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Rank | What | How | Who | When |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |