**BUSINESS PLAN FOR:**

**{BUSINESS NAME}**

**DATED: 14 April 2023**

# Business Information

|  |  |
| --- | --- |
| **Business Name** |  |
| **Trading Name** | *{If different from Business Name}* |
| **Established Date** |  |
| **Structure** |  |
| **Date Registered** | *{Enter date you first registered with Companies Office, if applicable }* |
| **NZBN** | *{Enter your New Zealand Business Number, if applicable}* |

|  |  |
| --- | --- |
| **GST Registration** | *{if relevant}* |
| **Registered as an employer** | *{if relevant}* |
| **Trademarks** | *{if relevant}* |
| **Industry-specific licences** | *{if relevant}* |
| **Industry-specific membership bodies** | *{if relevant}* |

# Contact Information

|  |  |
| --- | --- |
| **Contact Name** |  |
| **Ngāi Tahu Whakapapa Number** |  |
| **Landline / Mobile** |  |
| **Email** |  |
| **Postal Address** |  |
| **Physical Address** | {If different from postal address} |

|  |  |
| --- | --- |
| **Website** |  |
| **Facebook** |  |
| **Instagram** |  |
| **YouTube** |  |
| **Other** |  |

# Elevator Pitch

## What is your 2-min elevator pitch?

## Summarise what it is you actually do. What is the problem you are fixing for your customers? Your why! What is the added value you are offering that may be different to your competitors?

# Background – you & your business

## What is your businesses history?When & why did you start the business? What is your background? What is the current status of the business?

# Business Strategy

## What is your goal/mission for the business? What are the key steps to achieving your goal? Do you need to purchase asset/hire people/seek investment/develop products/services etc.

# Short Term Goal(s)

## What are the key steps to achieving your goal? Do you need to purchase asset/hire people/seek investment/develop products/services etc.

# Medium – Long-Term Goal(s)

## What are the key steps to achieving your goal? Do you need to purchase asset/hire people/seek investment/develop products/services etc.

# SWOT Analysis

## Looking within your business and yourself, what are your strengths and your weaknesses? Then looking externally, what are some opportunities that will be available to your business and what are some threats to your business? These could be the employment market, political, economy, competitors, partners etc.

|  |  |
| --- | --- |
| STRENGTHS (INTERNAL) | WEAKNESSES (INTERNAL) |
|  |  |
| **OPPORTUNITIES (EXTERNAL)** | **THREATS (EXTERNAL)** |
|  |  |

# Sustainability Practices

## What measures and processes are you implementing to ensure that you look after the environment, your people, others you work with, and your financial viability?

**The Environment**

# People

## Your team is one of your biggest assets. Investors make their decisions based on the strength of the people leading the business. And if your plan says you’re planning to grow, you’ll need to know who you need to join you.

**Current Team** (complete the table below or insert a current organisation chart)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Role Title** | **Key Responsibilities** | **Experience** | **Qualifications** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**Future Positions** (complete the table below or insert a current organisation chart)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Role Title** | **Key Responsibilities** | **Experience** | **Qualifications** |
|  |  |  |  |  |
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|  |  |  |  |  |

# People Retention Strategy

## To maintain and strengthen your business, you’ll need to know how you’re going to retain key staff and compete for skilled workers in the job market. Layout your strategy from the outset will provide supporters with the confidence that your business will not be hamstrung with high turnover and any other human resources issues.

# External Advisors

## List other key people that are helping you succeed in your business e.g. mentors, consultants, advisors

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Role/ Title** | **Experience** | **Qualifications** |
|  |  |  |  |
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|  |  |  |  |

# Competitor Analysis

## Can you identity who your competitors are and what are their strengths & weaknesses. Is it important to understand your competitors and how they operate. This will allow you to identify your competitive advantages and to promote those to your customers.

**{Name of competitor}**

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
|  |  |
|  |  |
|  |  |

**{Name of competitor}**

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
|  |  |
|  |  |
|  |  |

**{Name of competitor}**

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
|  |  |
|  |  |
|  |  |

# Business Continuity Plan

## Provide commentary around how you would maintain your business in an emergency e.g. COVID/you were unable to work

|  |  |
| --- | --- |
| **Risk** | **How the risk will be mitigated** |
|  |  |
|  |  |
|  |  |

# Market Analysis & Strategy

# Market Research & Validation

## Summarise the market research you have done and the opportunity you have identified.Detail how you have developed the market knowledge and what ongoing monitoring you will undertake. Ensure that you also provide comment around visibility of the opportunity identified. Is this something competitors would also be looking at or is it largely unrecognised by the market?

# Market Structure & Size

## Describe how the business will fit into the marketplace and outline the supply chain structure for the industry. What are some efficiencies you can implement to get a competitive advantage over others in the market. Outline the size of your target audience. What is the demographic and how will you find them? Can you identify and part of the market that will provide an opportunity for growth in the future?

# Who is your customer?

## Can you provide a description of your typical customer? E.g. Age, gender, what is their purchasing habit, what are they looking for and how will you meet their needs etc

# Marketing Strategy

## Outline here how you would get in front of the customer you have described previously. Where you might find them? What design / images would your customer be looking for? What digital platform will you find them on? What would all this cost?