

**[INSERT YOUR BUSINESS LOGO]**

[Your Name]  
[Your Title]  
[Business Name]  
[Main Business Address]  
**ABN:** [ABN]  
**ACN:** [ACN]

*[Business Name]*

# Business Plan

**Prepared:** [Date prepared]

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# Business Plan Summary

## The Business

**Business name:** *[Enter your business name as registered in your state/territory. If you have not registered your business name, add your proposed business name.]*

**Business structure:** *[Sole trader, partnership, trust, company.]*

**ABN:** *[Registered Australian business number.]*

**ACN:** *[Registered Australian company number, if applicable.]*

**Business location:** *[Main business location]*

**Date established:** *[The date you started trading.]*

**Business owner(s):** *[List all of the business owners.]*

**Relevant owner experience:** *[Briefly outline your experience and/or years in the industry and any major achievements/awards.]*

**Products/services:** *[What products/services are you selling? What is the anticipated demand for your products/services?]*

## The Market

**Target market:**

*[Who are you selling to? Why would they buy your products/services over others?]*

**Marketing strategy:**

*[How do you plan to enter the market? How do you intend to attract customers? How and why will this work?]*

## The Future

**Vision statement:**

*[The vision statement briefly outlines your future plan for the business. It should state clearly what your overall goals for the business are.]*

**Goals/objectives:**

*[What are your short & long term goals? What activities will you undertake to meet them?]*

## The Finances

*[Briefly outline how much profit you intend on making in a particular timeframe. How much money will you need up-front? Where will you obtain these funds? What portion will you be seeking from other sources? How much of your own money are you contributing towards the business?]*