



## **Just Dollar\$ Trust - Business Plan Guide**

A Business Plan is unique to your business; however, there is certain information that is necessary to every business plan. The following format is a guide only, but will help you consider the most important aspects of your business. Additional information can be added if you feel it is important to your business.

*Remember a business plan needs to be:*

*Specific*

*Realistic*

*Honest*

*Objective*

### **Title Page**

The title page is a cover sheet for your document, which details briefly:

- Title of the plan ie. Business Plan for XXX.
- Author of the document
- Date prepared

This page can be used to 'catch the eye' of the reader with some artwork displaying your product, service or your logo.

### **Table of Contents**

The Table of Contents makes reading and referring back to the business plan easier. The more 'user friendly' you make your Business Plan the better its chances of selling your business idea.

### **Mission Statement**

The Mission Statement is a short personal statement about how you idealise your business. This statement is often displayed where you work to remind you, and tell others ie. customers, suppliers and employees what your overall goal is.

### **Summary**

The Summary is normally written last but displayed following the Mission Statement. It is important that the Summary is captivating enough to entice readers to read on.

The Summary should describe your business, and why you think it will be successful.



## **The Business**

This section should include the daily workings of your business. Points to include are:

- The trading name and legal structure of your business ie. Sole trader, partnership or company.
- What field you are in ie. service, manufacturing, retail, wholesale or distribution.
- Details on the premises that you operate from.
- Details on products or services offered, and how the business will operate ie. product/service description, unique features, pricing structure, guarantees, distribution methods, production methods and suppliers including credit arrangements if applicable
- Working days and hours.
- Staffing details. ie. full/part time, temporary, casual or subcontractors

## **Financial Information**

The section deals with the ‘money’ aspect of your business, and the following areas should be covered:

- What assets you require to run your business. Include description and cost, and whether the asset is owned or to be purchased.
- Projected Income and Expenditure Account. This is a quick and easy snapshot of the proposed financial position of your business at the end of the first trading year. (see appendix 1 for an example)
- Cashflow Forecast. This is a realistic monthly forecast detailing all sales and expenses at the point they are actually received/paid. (see appendix 2 for an example)

## **Marketing Plan**

The Marketing Plan requires you to research then document information relevant to your business. Areas of research will include:

- Customer Survey. A broad overview of market trends, overall size, and your proposed share of this market.
- Competitors. Detail your competitors including location, price, quality, similarities in products/services, your advantages/disadvantages, and how you intend to cope with this competition.
- Market Share. Detail your proposed market share, including why they will support you.
- Target Market. Define the customer your product/service is aimed at.
- Marketing Strategy. How are you going to reach your customers? What forms of advertising will you use? Detail costs and explain why you have chosen this method.

## **SWOT Analysis**

A SWOT analysis stands for Strengths, Weaknesses, Opportunities and Threats relating to your business.

We recommend you brainstorm your thoughts and ideas, and display your findings in bullet form under each heading.



## **Business Goals**

What are you aiming for in the future? Clearly define your business goals for the next three years. Be realistic!.

## **Consultancy Services**

Provide details including names and addresses of any business consultants. These may include your accountant, solicitor and bank.

## **Contingency Planning**

Explain what you will do if your business doesn't take off as expected, or alternatively grows too fast for you to cope with. Look at your business and consider things that may go wrong. ie. poor sales, ill health, lease problems, new competitors, equipment breakdown or problems with a partner, and address these accordingly.

## **Curriculum Vitae**

This section deals your own personal information. This is important to Just Dollars because it helps us to understand your interest, character, stability, education and work history.

Details to include are:

- Full name
- Residential address (including postal address if different)
- Telephone numbers (work/home/mobile)
- Date of Birth
- Marital status and number of dependants
- Employment History
- Achievements gained
- Courses completed
- Education History
- Personal Interest

## **Appendix**

Include additional information relevant to your business. The following list are some ideas which may be included. Not all headings may be relevant to your business, or extra headings can be added.

- Promotional material
- News items or magazine articles
- Samples or photographs of your products
- Forward work and confirmed orders
- Job references

FIRST IMPRESSIONS ARE IMPORTANT, SO TAKE TIME TO PREPARE A WELL  
PRESENTED AND INFORMATIVE BUSINESS PLAN  
GOOD LUCK!



## APPENDIX 1

### **PROJECTED INCOME AND EXPENDITURE ACCOUNT**

(Prepared on a GST inclusive basis)

#### **INCOME**

Sales	53,000	
Less Cost of Goods Sold	<u>15,500</u>	
<b>GROSS PROFIT</b>		<u>37,500</u>

#### **EXPENDITURE**

ACC Levies	250	
Accountant	350	
Advertising	4,900	
Bank Charges	480	
Insurances	720	
Interest		840
Legal Costs	200	
Light, Heat and Power	2,100	
Postage/Stationery	320	
Printing	1,200	
Repairs/Maintenance	420	
Telephone/Tolls	720	
Vehicle Expenses/Delivery	2,400	
<b>Total Expenses</b>	14,900	
Balance		22,600
Less GST	2,658	
<b>PROJECTED NET TAXABLE PROFIT</b>		<b>19,942</b>