business plan

INSERT NAME

Address

Contact Details

email

# 1.0 Executive Summary

Write introduction explaining about:

* “why” the company exists
* The vision and mission
* Values of the company

The following items outline the response to the business opportunity:

* Type of business
  + Insert details
* Type of business structure
  + The company is a <Propriety Limited Company>
* Management/key employee background
  + - Details
* Products or service
  + List products/services
* Target market
  + Outline in detail what the market would be
* Marketing strategy
  + What is the marketing strategy?
* Financing
  + How will the business be financed in regards to:
    - Start-up
    - Ongoing.

## Company Profile Summary

Name is a start-up company focused on the provision of product/service. The Principal of the business, Name has vast experience in (name experience). The entry of Company provides outline.

## Market Research Summary

Market research helps you learn not just what your customers want, but how successful your business is at reaching and connecting with them. It helps you identify problems and opportunities, refine your systems, and evaluate your marketing strategy.

Example:

*Following a period of decline that continued until 1998, the construction industry has enjoyed a vigorous recovery, leading to the highest ever number of construction-related jobs in 2015. Many factors combined to account for the recovery, including low interest rates, a substantial increase in public and private investment, steady job creation and lower taxes. Over the next few years, the economic recovery is predicted to boost employment in most construction sectors during the forecast period of 2015-2018.*

*The Gold Coast has, in particular, experienced substantial growth in the housing sector. The Commonwealth Games of 2018 is expected to further stimulate growth and expansion of this market. These economic and industry shifts are compounding the need for certified carpenters and Project Managers in South East Queensland, with even greater need on the Gold Coast.*

## Marketing Summary

# 2.0 Company Profile

## Company History

## Management

## Location

## Legal Structure

## Professional Advisors

If any insert here or delete

## Vision & Mission

## Goals & Objectives

* To introduce and provide the company profile to ……..over a 12 month period.
* To be on the preferred subcontractors lists of five general contractors within one year.
* To launch a website featuring the company’s services, qualifications and portfolio within eight months.
* To find office space and hire an office assistant within six months.

# 3.0 Market Research

## Industry Profile & Outlook

## Target Market

## Pricing Strategy

Pricing is built around the indicative costs of (outline). This includes:

|  |  |  |  |
| --- | --- | --- | --- |
| **item** | **Details** | **Calculations** | **TOTAL** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Marketing Strategy

**Connecting with …..**

Since developing a referral network will be critical to the success of company., it will start by promoting to details

**Marketing Activities**

Company’s key marketing activity will be

**Marketing Goals**

Goal #1: Steady request for …..

Goal #2: To get listed on ….

Goal #3: To launch company website and promote it using Search Engine Marketing tools.

**Positioning Statement**

# 5.0 Operations

## Human Resources

## Process/Production

# 6.0 Financials

## Year One Sales Forecast (Including Assumptions)

Sales:

It is expected that 10 projects will be undertaken in the first year. The following is a summary of the expected Revenue

|  |  |  |  |
| --- | --- | --- | --- |
| **Stage** | **Projected Revenue** | **Number** | **Total Revenue** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Less Expenses:

|  |  |  |  |
| --- | --- | --- | --- |
| **Stage** | **Projected Expense** | **Number** | **Total Expenses** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Profitability: (Revenue less Expenses)