



Business Plan **template**

If you're considering establishing or purchasing a small business, it's important that you have a Business Plan. This plan will help provide you with an essential road map for your new business. It will also provide you with benchmarks against which you can measure the success of your activities as you build your business.

The following guide will allow you to generate a tailored business plan that's right for your business.

Business Plan

Business Plan

Business summary

This outlines the summary of your business plan. Fill in this section after you've completed the business plan.

Business name:
Date registered:
Business structure:
ABN:
Date established:
Business address:
Products and services offered:
Target market:
Financial plan:

Business Plan

The business plan

Background

SWOT Analysis

List your business strengths, weaknesses, opportunities and threats below and outline how you will address them.

Strengths

Weaknesses

Opportunities

Threats

Business Plan

Market overview

The opportunity

Market structure

Customers

Competitors

Financial plan

The following templates can be found on nab.com.au/smallbusinessstools

- Start-up costs
- Profit and loss forecasts
- Cash flow forecast
- Balance sheet forecast

Business structure

Ownership

Staff

Business Plan

Legal and regulatory considerations

Consider if any of the below will apply to your business:

- Registration of your Business Name
- Registration of your Trading Name (if applicable)
- Establishment of your legal structure
- Acquisition of your Australian Business Number (ABN)
- Registration for Goods and Services Tax (GST)
- Domain name registration
- Applications for and registration of trademarks (if applicable)
- Applications for licences and permits (where relevant)
- Establishment of contracts (eg. supply contracts, leases, employment contracts, etc.)
- Awareness of any specific laws relevant to your industry (eg. food manufacturing or handling).

Marketing

How will you promote your business? Refer to the marketing plan template on nab.com.au/marketingplan.

Insurance

What insurance will you need for your business?

- Workers' Compensation** (mandatory if you have employees)
- Public Liability** (coverage relating to the death or injury of any third party as a result of your business or its employees)
- Product Liability** (covers any legal action arising as a result of death, injury or damage caused by a product manufactured or marketed by your business)
- Professional Indemnity** (if your business involves the provision of professional advice, this insurance will protect you [personally] against claims arising from that advice)
- Revenue Protection** (protects you against business interruption resulting in revenue loss as a result of some event)
- Asset Protection** (insurance for building, equipment, vehicles, contents in the event of theft, fire or other damage)

Business Plan

Operational factors

Business location and premises

Equipment

IT and Communications

