

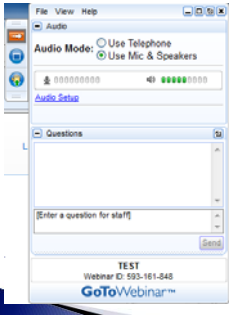


Writing your Business Plan

Presenter Geoffrey Hawke
MIEF, Grad Dip Bus Admin (WAT)

© 2014 Belmont BEC - All Rights Reserved.

Housekeeping for this Webinar



You may ask any questions that you have during this session by submitting them to the presenter via the questions panel. Simply type your question and click Send to submit it to the presenter. **NOTE:** The presenter will answer any questions at the conclusion of the presentation.

Cannot see the questions Panel?
The GoToWebinar toolbar may be minimised. Please select the orange arrow to maximise the toolbar.

In a **recorded** session please email your question after the session has concluded.

For further assistance please contact
+61 8 9479 3777
or email workshops@belmontbec.com

© 2014 Belmont BEC - All Rights Reserved.

Why have a business plan?

- ▶ Sets out the Plan for the Business
- ▶ Shows how your Goals can be achieved (a Road Map)
- ▶ Can be used to obtain finance
- ▶ Enables you to control and monitor progress
- ▶ Should be changed as circumstances change
- ▶ A vital tool when considering selling business
- ▶ Motivates staff to see the BIG picture
- ▶ A required document if you are gaining accreditation - e.g. Quality Assurance

© 2014 Belmont BEC - All Rights Reserved.

Executive Summary

- ▶ Business Summary
- ▶ Industry Analysis
- ▶ Product/Service Summary
- ▶ Market Analysis Summary
 - Marketing Strategy
 - Sales Strategy
- ▶ Implementation Summary
- ▶ Management Summary
- ▶ Financial Plan Summary
- ▶ Appendices

Most important part – always done last. First impressions can make the difference!

Should include as a minimum: product or services, management structure, target market, competitive edge, finance required, your capital available (working capital).

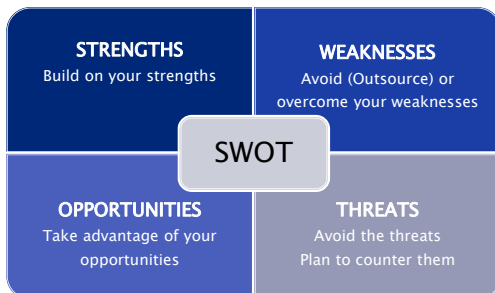
© 2014 Belmont BEC - All Rights Reserved.

Business Summary

Nature of your business – your idea
Why your idea is a good one – potential
Trading name and structure
Business premises information
Proposed date of commencement

© 2014 Belmont BEC - All Rights Reserved.

SWOT Analysis



© 2014 Belmont BEC - All Rights Reserved.

Industry Analysis

- Current state of the industry
- Trends in the industry
- Industry Forecast Reports e.g. www.itroworld.com.au
- State or Government Library
- Statistics – National, Local Government e.g. ABS

© 2014 Belmont BEC – All Rights Reserved.

Goals, Aims & Objectives

- Be clear about your aims, goals
- SMART Goals – Specific, Measurable, Achievable, Relevant, Timeline
- Business Goals and Personal Goals
- For 1 year, 2 years, 3 years
- Develop your Action Plan from your goals, develop key strategies

Business Goals	Personal Goals

© 2014 Belmont BEC – All Rights Reserved.

Product/Service Summary

- Product/Service description
- Licenses/Registrations required/acquired (E.G. ABN, GST, PAYG, HBB, Police)
- Suppliers, quality assurance
- Alternative products/services
- "Unique Competitive Advantage"
- Future products/services
- Legal Issues – IP, structures, employment contracts, trade terms

© 2014 Belmont BEC – All Rights Reserved.

Insurance

Which of these do you have/will you obtain?

Public Liability Insurance

Keyman Insurance/Income Protection/Business Interruption

Product liability/faulty workmanship/Professional Indemnity/Equipment

Workers Compensation – contractors, employees – seek advice

Get advice and quotes – shop around

© 2014 Belmont BEC – All Rights Reserved.

Market Analysis

Current state, size and value of the market

Target customer profile/major customers

Market size, forecast (Market research)

Your Unique Selling Points (USP's)

Competition – strengths and weaknesses, their marketing/promotion

How and where to promote/market your business

Room in the market?

© 2014 Belmont BEC – All Rights Reserved.

Marketing Plan Stage 1

Marketing Strategy

- Target markets and market segments
- Pricing strategy
- Production strategy/quality assurance
- Distribution strategy

Marketing/Promotions Strategies

Sales strategy

Strategic alliances (possible/existing)

Customer / After sales service

© 2014 Belmont BEC – All Rights Reserved.

Marketing Plan Stage 2

Marketing Strategy – Local, Mobile/Internet, Social working together (SoLoMo)

Local – Business cards, Brochures, Letter Boxes, Yellow Pages etc.

Region/State – Advertising, Newspaper (Community/WA), Radio, TV, Press Releases, Direct Marketing

Internet – website, mobile, social media

Networking – networking events, professional, LinkedIn

**Also view our 'Marketing on a Budget' and 'Marketing for a Fashion Label' webinars*

© 2014 Belmont BEC – All Rights Reserved.

Management Summary

Management team – Skills & Expertise

Management team gaps– SWOT Analysis, skills needed to take the business forward

Key personnel – roles and responsibilities

Business advisers and referees

© 2014 Belmont BEC – All Rights Reserved.

Financial Plan Summary

Key Financial Indicators

- Start-up Costs
- Sales Forecast – monthly
- Variable and Fixed Costs
- Cash-flow Projection
- Cash Flow monitoring
- Working capital
- Assess profitability

Financial Plan Assumptions

Additional Financial Information

© 2014 Belmont BEC – All Rights Reserved.

Additional Belmont BEC TCF Australia Resources

View upcoming www.belmontbec.com/webinars
LIVE or Recorded Webinars – over 80 topics available

Advisors, Mentors, Coaches also available to book ONLINE by hour – one/one

Suggested Topics :

- Pricing, Costing, Cash Flow
- Credit Management & Debt Collection
- Marketing on a Budget
- Goal Setting, SWOT and Self Assessment of Business Skills
- What do Buyers Really Want* – Fashion Industry

Fact Sheets:

- Business Development – Small Business: Short–Long Term Fact Sheet
- Product Development for Small Business Fact Sheet
- Financing your Business Fact Sheet
- Market Research Fact Sheet
- Marketing to Retailers Fact Sheet

© 2014 Belmont BEC – All Rights Reserved.

Presented by



Street Address: 7 Fairbrother Street Belmont WA 6104 Australia

Postal Address: PO Box 370 Cloverdale WA 6985 Australia

Phone: +61 8 9479 3777 | Fax: +61 8 9479 3888

Email: info@belmontbec.com | Website: www.belmontbec.com



© 2014 Belmont BEC – All Rights Reserved.
