

Business Plan

This is an outline of the areas (headings) that I think make up the content of a comprehensive Business Plan.

1) General business information.

Date

Business Name:

Company Number

NZ Business Number:

Nature of Business:

Business Location:

Postal Address:

Phone/Fax and email

Directors:

Shareholding:

Solicitor:

Accountant:

Financial Advisor:

2) Executive summary

This is a summary of the whole business plan and incorporates good journalism techniques to inform the reader ie *Who, What, Why, Where, When and How*.

3) Current situation and background

Where are you now and what resources and skills (CV) do you (and other parties) bring to the business?

4) Business Analysis (S.W.O.T)

Strengths, Weaknesses, Opportunities, Threats.

5) Business objectives (S.M.A.R.T)

Specific, **M**easurable, **A**chievable, **R**ealistic, **T**ime bound.
Your goals/objectives should be able to pass the SMART test

6) Market and Marketing

What is your market, who is supplying now, what demand is there, is it price sensitive, how will you let the market know you exist.

7) Implementation Strategy.

Action planning outline. Who is going to do the work (Business objectives), how and when.

8) Financial information

Opening capital, set up costs, balance sheets (opening and projected closing), Cashflow forecasts.

This will require you making a lot of assumptions, be sure to include these assumptions, as they are an important part of this section

9) Monitoring your business performance

What review process will you put in place, How often, By who.

As stated above this is a suggested list of headings and you can adapt them to suit your requirements.