# business.gov.au

## Business Plan template

Modified for NSW Commercial Fishers

A good business plan can help you secure finance, define the direction of your business and create strategies to achieve your goals. The business.gov.au Business Plan template steps you through the process of creating a solid, well-structured plan tailored to your business.

Copies of the latest version of this template and the guide can be downloaded from [www.business.gov.au/businessplan](http://www.business.gov.au/businessplan).

## Using this template

Before you complete this business plan template and start using it, consider the following:

1. **Do your research.** You will need to make quite a few decisions about your business including structure, marketing strategies and finances before you can complete the template. By having the right information to hand you also can be more accurate in your forecasts and analysis.
2. **Determine who the plan is for.** Does it have more than one purpose? Will it be used internally or will third parties be involved? Deciding the purpose of the plan can help you target your answers. If third parties are involved, what are they interested in? Although don’t assume they are just interested in the finance part of your business. They will be looking for the whole package.
3. **Do not attempt to fill in the template from start to finish.** First decide which sections are relevant for your business and set aside the sections that don’t apply. You can always go back to the other sections later.
4. **Use the [*italicised text*].** The italicised text is there to help guide you by providing some more detailed questions you may like to answer when preparing your response. ***Please note:*** If a question does not apply to your circumstances it can be ignored.
5. **Download the Business Plan Guide.**  The business plan guide contains general advice on business planning, a complete overview of the business plan template and a glossary explaining the main terms used throughout this template.
6. **Get some help.** If you aren’t confident in completing the plan yourself, you can enlist the help of a professional (i.e. Single Business Service, Business Enterprise Centre, business adviser, or accountant) to look through your plan and provide you with advice.
7. **Actual vs. expected figures.** Existing businesses can include actual figures in the plan, but if your business is just starting out and you are using expected figures for turnover and finances you will need to clearly show that these are expected figures or estimates.
8. **Write your summary last.** Use as few words as possible. You want to get to the point but not overlook important facts. This is also your opportunity to sell yourself. But don’t overdo it. You want prospective banks, investors, partners or wholesalers to be able to quickly read your plan, find it realistic and be motivated by what they read.
9. **Review. Review. Review.** Your business plan is there to make a good impression. Errors will only detract from your professional image. So ask a number of impartial people to proofread your final plan.

For advice and examples on how to complete this template, please download the business.gov.au **Business Plan guide** from [www.business.gov.au/businessplan](http://www.business.gov.au/businessplan).

**[*INSERT YOUR BUSINESS LOGO*]**

[*Your Name*]

[*Your Title*]

[*Business Name*]

[*Main Business Address*]

**ABN:** [*ABN*]

**ACN:** [*ACN*]

[*Business Name*]

Business Plan

**Prepared:** [*Date prepared)*

## Business Plan Summary

**[*Please complete this page last*]**

[*Your business summary should be no longer than a page and should focus on why your business is going to be successful. Your answers below should briefly summarise your more detailed answers provided throughout the body of this plan.*]

### The Business

**Business name:** [*Enter your business name as registered in your state/territory. If you are a sole trader you may operate under your own name which does not have to be registered.*]

**Business structure:** [*Sole trader, partnership, trust, company.*]

**ABN:** [*Registered Australian business number.*]

**ACN:** [*Registered Australian company number, if applicable.*]

**Business location:** [*Main business location*]

**Date established:** [*The date you started trading.*]

**Business owner(s):** [*List all of the business owners.*]

**Relevant owner experience:** [*Briefly outline your experience and/or years in the industry and any major achievements/awards.*]

**Products/services:** [*What fishery and species do you catch /farm and what is your intended product?eg fish for human consumption, bait, other*]

**Goals/objectives:**

[*What are your short & long term goals? What activities will you undertake to meet them?*]

### The Market

[*What sector of the fishery market do you intend to target?*]eg general wholesale, retail, speciality market?

### The Finances

[*Briefly outline how much profit you intend on making in a particular timeframe. How much money will you need up-front? Where will you obtain these funds? What portion will you be seeking from other sources? How much of your own money are you contributing towards the business?*]

## The Business

### Business details

**Products/services:** [*What fisheries and species do you catch/ farm and what is your intended product?eg fish for human consumption, bait, other*]

### Registration details

**Business name:** [*Enter your business name as registered in your state/territory. If you are a sole trader you may operate under your own name and do not need to register a Business name.*]

**Trading name(s):** [*Registered trading name(s).*] If different from Business name.

**Date registered:** [*Date business name registered.*]

**Location(s) registered:** [*State(s) you are registered in.*]

**Business structure:** [*Sole trader, partnership, trust, company.*]

**ABN:** [*Registered Australian Business Number.*]

**ACN:** [*Registered Australian Company Number, if applicable.*]

**GST:** [*Are you registered for Goods and Services Tax? Date registered?*]

**Domain names:** [*Registered domain names.*]

**Licences & permits:** [*List all the licences or permits you have registered*]

### Land Based Infrastructure

**Business Processing/ Storage Facilities:** [*Describe the location and space occupied/required. What is the size of the space you occupy/require?*

**Buy/lease:** [*If you have purchased processing/storage facilities or are currently leasing, briefly outline the arrangements. If you are still looking for a lease, outline your commercial lease requirements and any utilities/facilities required.*]

### Management & ownership

**Names of owners:** [*List all of the business owners.*]

**Details of management & ownership:** [*As the owner(s), will you be running the business or will an agent/lessee be running the business on your behalf? What will be your involvement? If it is a partnership briefly outline % share, role in the business, the strengths of each partner and whether you have a partnership agreement/contract in place?*]

**Experience:** [*What experience do the business owner(s) have?* *How many years have you owned or run a business? List any previous businesses owned/managed. List any major achievements/awards. What other relevant experience do you have?*

### Key personnel

**Current staff/nominated fishers**

[*List your current staff/nominated fishers in the table below.*]

| Job Title | Name | Expected staff turnover | Skills or strengths |
| --- | --- | --- | --- |
| [*e.g. Nominated Fisher*] |  | [*12-18 months*] |  |
| [*e.g. Admin*] |  | [*12-18 months*] |  |
| [*e.g. Sales Manager*] |  | [*12-18 months*] |  |
| [*e.g. Owner*] |  | [*12-18 months*] |  |

**Future staff requirements**

[*List your required staff in the table below.*]

| Job Title | Quantity | Expected staff turnover | Skills necessary | Date required |
| --- | --- | --- | --- | --- |
| [*e.g. Office Manager*] | [*1*] | [*2-3 years*] | [*Relevant qualifications in Office Management.*] | [*Month/Year*] |
| [*e.g. Nominated Fisher*] | [*1*] | [*2-3 years*] |  | [*Month/Year*] |

### Products/Fishery species sales

[*What price do you expect to receive for each of your products?]*

| Product/Service | Description | Price |
| --- | --- | --- |
| [*Product/service name*] | [*Brief product/service description*] | [*Price including GST*]/kg/unit |
| [*Product/service name*] | [*Brief product/service description*] | [*Price including GST*]/kg/unit |
| [*Product/service name*] | [*Brief product/service description*] | [*Price including GST*]/kg/unit |
| [*Product/service name*] | [*Brief product/service description*] | [*Price including GST*]/kg/unit |

**Target Market**: [*What sector of the seafood or other market do you intend to target? Eg wholesale, retail, speciality? Where are they located?]*

**Unique selling position**: [*How will your products/services succeed in the market where others may have failed? What gives your products/services the edge?]*

**Anticipated demand**: [*What is the anticipated quantity of products your customers are likely to purchase? For example, how much will an individual customer buy in 6 months or 12 months?*]

**Seasonality**: [*At what time of year will your catch be in a marketable condition?*]

**Market Competition**: [*Will you be able to compete against existing market competitors, including imported product?*]

**Growth potential**: [*What is the anticipated percentage growth of the product in the future? What will drive this growth?*]

### Innovation

**Research & development (R&D)/innovation activities**

*[What R&D activities will you implement to encourage innovation in your business? What financial and/or staff resources will you allocate?]*

### Insurance

**Workers compensation**: [*Provide details if you have workers compensation insurance? This is mandatory if you have employees.*]

**Public liability insurance**: [*Provide details if you have public liability insurance? This covers any third party death or injury.*]

**Product liability**: [*Provide details if you have product liability insurance? This covers any legal action taken out as a result of injury, damage or death from your product.*]

**Business assets**: [*Provide details if you have insured your business assets in the event of a fire, burglary, or damage? For example: vessels, fishing equipment, motor vehicles.*]

**Business revenue**: [*Provide details if you have insured your business in the event of business interruption where you cannot trade because of a particular event and are unable to make money?*]

### Risk management

[*List the potential risks (in order of likelihood) that could impact your business.*]

| Risk | Likelihood | Impact | Strategy |
| --- | --- | --- | --- |
| [*Description of the risk and the potential impact to your business.*] eg fluctuations in availability of product through disese | [*Highly Unlikely, Unlikely, Likely, Highly Likely*] | [*High, Medium, Low*] | [*What actions will you take to minimise/mitigate the potential risk to your business?*] |
| [*Description of the risk and the potential impact to your business.*]eg Environmental threats, restricted waterways | [*Highly Unlikely, Unlikely, Likely, Highly Likely*] | [*High, Medium, Low*] | [*What actions will you take to minimise/mitigate the potential risk to your business?*] |
| [*Description of the risk and the potential impact to your business.*] eg Natural Disasters affecting waterways | [*Highly Unlikely, Unlikely, Likely, Highly Likely*] | [*High, Medium, Low*] | [*What actions will you take to minimise/mitigate the potential risk to your business?*] |
| [*Description of the risk and the potential impact to your business.*]egReduction in demand due to increased imports | [*Highly Unlikely, Unlikely, Likely, Highly Likely*] | [*High, Medium, Low*] | [*What actions will you take to minimise/mitigate the potential risk to your business?*] |

### Legal considerations

[*List the legislation which will have some impact on the running of your business. For example: consumer law, business law, or specific legislation to your industry licensing and permits, catch linkages to quotas and effort .*]

### Operations

**Production and Quality Assurance Process**

[*What is the process involved in harvesting your products and preparing it for market. This process may vary depending on each specific product. Describe how you will ensure consistent high quality of your product. i.e harvesting,washing, grading, depuration, processing etc What is involved in delivering the service to your customers?*]

**Getting your product to market**

*[How will you package your product and transport it to marke?]*

**Customers**

*[Who are your main customers? How will you maintain a good relationship with them?]*

**Plant & equipment**

[*List your current plant and equipment purchases. These can include vessels, vehicles, sheds,computer equipment, phones and fishing equipment.*]

| Equipment | Purchase date | Purchase price | Running cost |
| --- | --- | --- | --- |
| *[e.g Vessel]* | *[eg. 20/03/2010]* | *[e.g 50,000]* | *[e.g $100 a month]* |
| *[e.g Vehicle]* | *[eg. 20/03/2010]* | *[e.g $21,000]* | *[e.g $100 a month]* |
| *[e.g Nets/traps]* | *[eg. 20/03/2010]* | *[e.g $3,000]* | *[e.g $100 a month]* |
| *[e.g Personal Computer]* | *[eg. 20/03/2010]* | *[e.g $2100]* | *[e.g $100 a month]* |

**Technology (Software)**: [*What technology do you require? For example: website, point of sale software or accounting package? What will be the main purpose for each? Will they be off-the-shelf or purpose built? What is the estimated cost of each technology solution?*]

**Trading hours**: [*What are your fishing hours? What are your expected peak fishing times? Which times do you expect to be more profitable? How will this change over different seasons? How do your fishing hours accommodate these changes?]*

**Communication channels**: [*How can your customers get in contact with you? These channels can include: telephone (landline/mobile), post box, shopfront, email, fax, internet blog or social media channel.*]

**Payment types accepted**: [*What payment types will you accept. cash, credit, cheque, gift cards, Paypal etc*]

**Credit policy**: [*What is your credit policy for customers/suppliers? How long is the credit period? What are your collection strategies/procedures? What credit does your business receive? What are the terms?*]

**Quality control**: [*Describe your quality control process. How will you comply with the requirements of the NSW Food Authority? Whats checks or balances do you have in place to ensure the product or service you offer is produced to the same standard of quality? What steps do you take to meet product safety standards?]*

**Memberships & affiliations**: [*Is your business a member of any particular industry association or club? Do you have any affiliations with any other organisation?*]

### 

### Sustainability plan

**Environmental/resource impacts**

[*Describe the impact your business could potentially have on the environment.*]

**Community impact & engagement**

[*How does your environmental impact* *affect the local community? How can you engage the community in minimising your impact?*]

**Risks/constraints**

[*List any risks/constraints to your business resulting from this environmental impact?*]

**Strategies**

[*What strategies will you implement to minimise/mitigate your environmental impact and any risks to your business? Will you conduct an environmental audit? Have you introduced an Environmental management system?*]

**Action plan**

[*List your key sustainability/environmental milestones below?*]

| Sustainability milestone | Target | Target date |
| --- | --- | --- |
| [*Reduce water contamination*] | [*60% reduction*] | [*Month/Year*] |
|  | [*60% reduction*] | [*Month/Year*] |
|  | [*60% reduction*] | [*Month/Year*] |
|  | [*60% reduction*] | [*Month/Year*] |

### S.W.O.T. analysis

[*List each of your businesses strengths, weaknesses, opportunities or threats in the table below and then outline how you plan to address each of the weaknesses/threats.*]

| Strengths | Weaknesses |
| --- | --- |
| *[e.g Skills and experience]* | *[e.g poor quality equipment]* |

| Opportunities | Threats |
| --- | --- |
| *[e.g Greater catch with less effort]* | *[e.g Cash flow problems]* |

**Sales & distribution channels**

| Channel type | Products/services | Percentage of sales (%) | Advantages | Disadvantages |
| --- | --- | --- | --- | --- |
| [*e.g. Co-ops*] | *[List all the products/services sold via this channel*] | [*What percentage of overall sales do you expect to sell via this channel?*] | [*What advantages are there of using this channel for these products?*] | [*What challenges do you expect to face using this channel? How will you overcome them?*] |
| [*e.g. Retail*] | *[List all the products/services sold via this channel*] | [*What percentage of overall sales do you expect to sell via this channel?*] | [*What advantages are there of using this channel for these products?*] | [*What challenges do you expect to face using this channel? How will you overcome them?*] |
| [*e.g. Restaurants*] | *[List all the products/services sold via this channel*] | [*What percentage of overall sales do you expect to sell via this channel?*] | [*What advantages are there of using this channel for these products?*] | [*What challenges do you expect to face using this channel? How will you overcome them?*] |
| [*e.g. Markets*] | *[List all the products/services sold via this channel*] | [*What percentage of overall sales do you expect to sell via this channel?*] | [*What advantages are there of using this channel for these products?*] | [*What challenges do you expect to face using this channel? How will you overcome them?*] |

## The Future

### Vision statement

[*What is your business' vision statement? It should briefly outline your future plan for the business and include your overall goals.*]

### Mission statement

[*What is your business' mission statement? I.e. how will you achieve your vision?*]

### Goals/objectives

[*What are your short & long term goals? What activities will you undertake to meet them?*]

### Action plan

**Please note:** This table does not include sustainability milestones as they are listed in the sustainability section above.

| Milestone | Date of expected completion | Person responsible |
| --- | --- | --- |
| [*What are the business milestones that you need to complete starting from today?*] | [*When do you expect to complete them?*] | [*Who is responsible for delivering this milestone?*] |
| [*What are the business milestones that you need to complete starting from today?*] | [*When do you expect to complete them?*] | [*Who is responsible for delivering this milestone?*] |
| [*What are the business milestones that you need to complete starting from today?*] | [*When do you expect to complete them?*] | [*Who is responsible for delivering this milestone?*] |
| [*What are the business milestones that you need to complete starting from today?*] | [*When do you expect to complete them?*] | [*Who is responsible for delivering this milestone?*] |

## The Finances

### Key objectives & financial review

**Financial objectives**

*[List your key financial objectives. These can be in the form of sales or profit targets. You could also list your main financial management goals such as cost reduction targets.You may also include details of any equipment upgrades,purchases proposed over the next 3 years)]*

**Finance required**

*[How much money up-front do you need? Where will you obtain the funds? What portion will you be seeking from loans, investors, business partners, friends or relatives, venture capital or government funding? How much of your own money are you contributing towards the business?]*

### Assumptions

The financial tables on the subsequent pages are based on the assumptions listed below:

* *[List your financial assumptions. These can include seasonal adjustments, drought or interest rates etc.]*

### Financial Tables

The financial tables to be attached should include a monthly Cash Flow Forecast for the Financial Year plus a Profit nd Loss Forecast for the next 3 years. Templates are provided attached.