HiFlex Physio

Business Plan

Name: Date:

Title:

Main Business Address:

Postal Address:

ABN:

ACN:

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Business Plan Summary

The Business

Business Name:

Business Structure:

ABN:

ACN:

Business Location:

Date Established:

Business Owner(s):

Relevant Owner Experience:

Products/Services:

The Market

Target Market:

Marketing Strategy:

The Future

Mission Statement:

Objectives/Goals:

The Finances

The Business

Business Details

Products/Services

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Registration Details

Business Name:

Trading Name(s):

Date Registered:

Location(s) Registered:

Business Structure:

ABN:

ACN:

GST:

Domain Names:

Licences and Permits:

Business Premises

Business Location:

Buy/Lease:

Organisation Chart

Management and Ownership

Business Location:

Experience:

Key Personnel

Current Staff:

Job Title	Name	Skills

Required Staff:

Job Title	Name	Skills

Recruitment Options:

Training Programs:

Retention Strategies:

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Products/Services

Product/Service	Description	Price

Market Position:

Unique Selling Position:

Anticipated Demand:

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Pricing Strategy:

Value to Customer:

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Innovation

Research and Development (R&D) Activities:

Intellectual Property Strategy:

Insurance

Workers Compensation:

Public Liability Insurance:

Professional Indemnity:

Product Liability:

Business Assets:

Business Revenue:

Risk Management

Risk	Description	Impact	Strategy

Legal Considerations

Operations

Production Process

Suppliers

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Plant and Equipment

Equipment	Purchase Date	Purchase Price	Running Cost

Inventory

Inventory Item	Unit Price	Quantity in Stock	Total Cost

Technology (Software):

Trading Hours:

Communication Channels:

Payment Types Accepted:

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Credit Policy:

Warranties and Refunds:

Quality Control:

Memberships and Affiliations:

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Sustainability Plan

Environmental/Resource Impacts:

Community Impact and Engagement:

Risks/Constraints:

Strategies:

Action Plan:

Risk	Target	Target Date

The Market

Market Research:

Market Targets:

Environmental/Industry Analysis:

What is the size of the market?

Your Customers/Clients

Customer Demographics:

Target Market:

Customer Management:

SWOT Analysis

Strengths	Weaknesses

Opportunities	Threats

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Competitors

Competitor	Established	Size	Market Share %	Value to Customers	Strengths	Weaknesses

Advertising and Sales

Advertising and Promotional Strategy

Planned Promotion/Ad Type	Expected Business Improvement	Cost $	Target Date

Sales and Marketing Objectives

Unique Selling Position

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Sales and Distribution Channels

Channel Type	Products/Services	% of Sales	Distribution Strategy	Advantages	Disadvantages

The Future

Mission Statement:

Goals/Objectives:

Action Plan:

Milestone	Date of Expected Completion	Person Responsible

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Finances

Key Objectives and Financial Review

Financial Objectives:

Finance Required:

Assumptions:

Start-Up Costs for 20XX

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Balance Sheet Forecast

Profit and Loss Forecast

Expected Cash Flow

Break-Even Analysis

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Appendix

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