

Business Planner



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BUSINESS OVERVIEW

Introductory Information

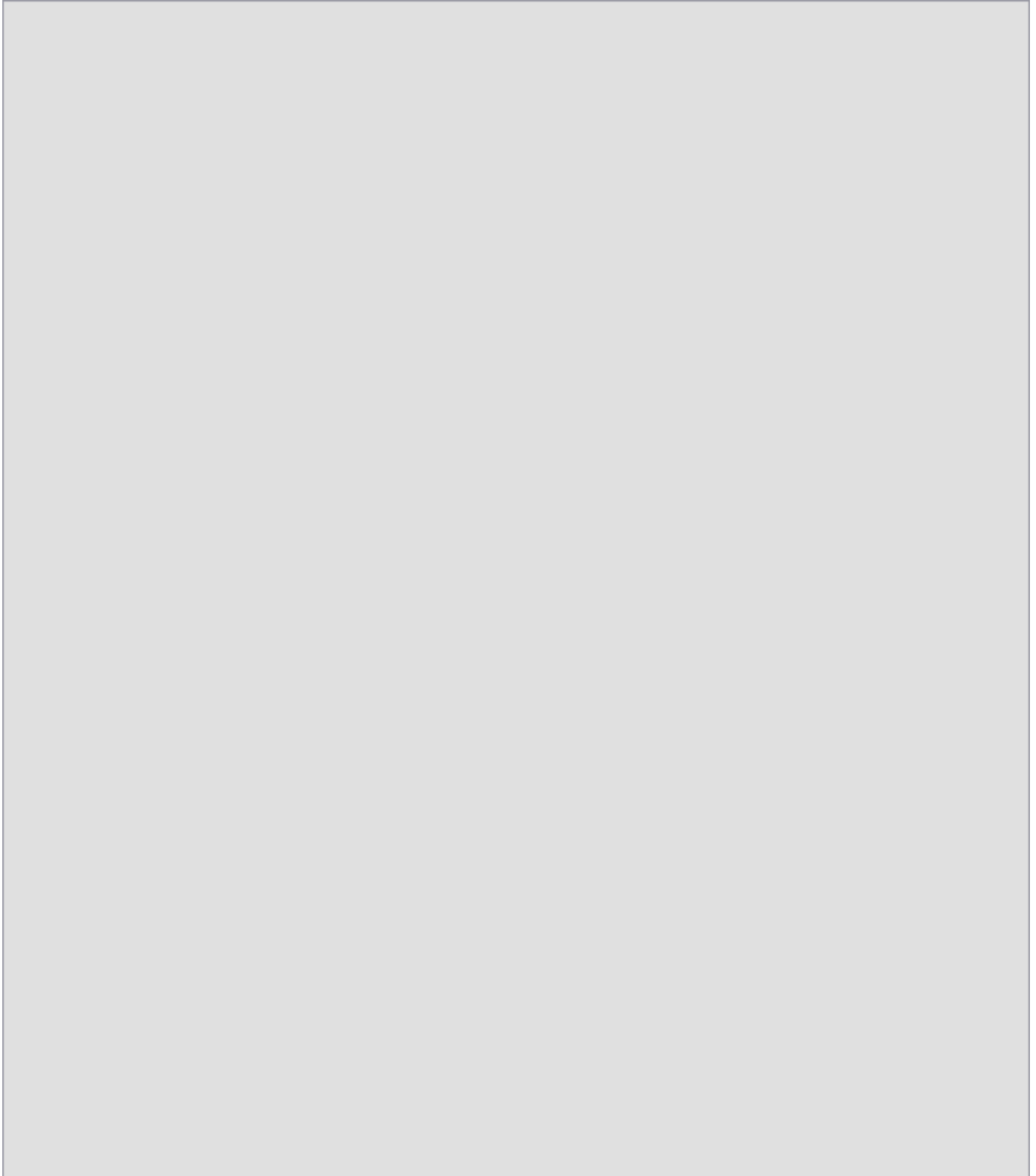
Structure	Sole Trader/Partnership/Compnay
Date Established	
Date Registered	
ABN	
ACN (if applicable)	

Contact Details

Name
Phone Number
Address
Email
Website

Business Summary

What does your business do?



Business Goals

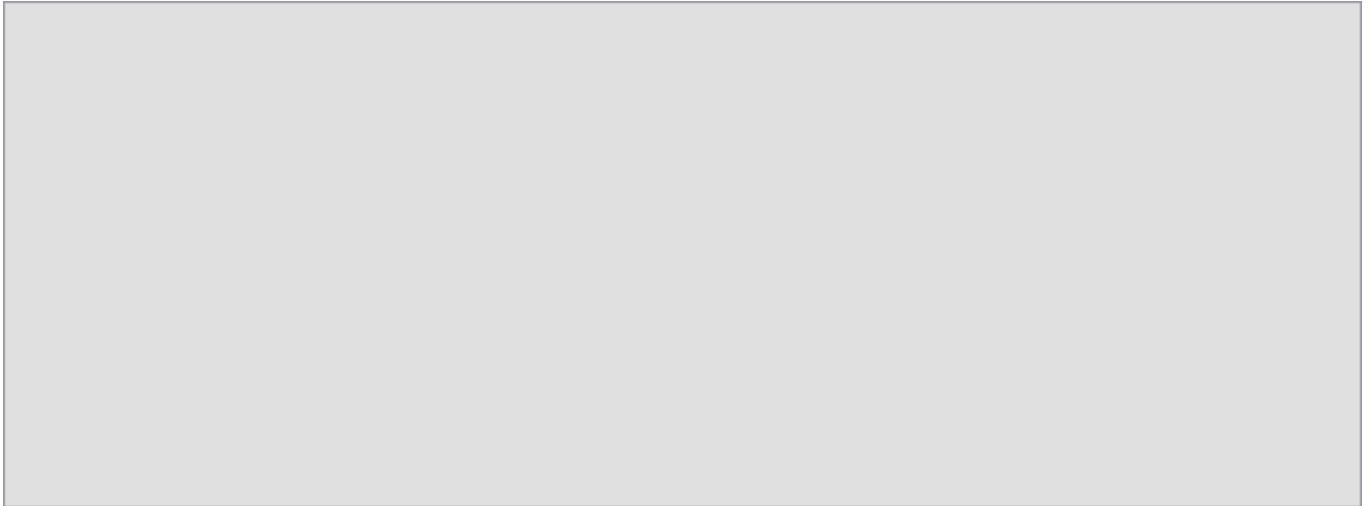
6 month goals

12 month goals

3 years goals

Business Structure

Organisational Structure



Key Personnel

Name	Title	Key Responsibilities

Your Competitors

Who are your competitors?

What is their competitive edge?

What are their strengths?

What are their opportunities?

Your S.W.O.T Analysis

What are the strengths of your business?

What are the weaknesses of your business?

What are the weaknesses of your business?

What are the threats to your business?

Finance

How do you make money?

What are your startup finances?

What are your ongoing expenses?

How will you make this happen?

Thank
you!

