



Business Plan Template

EXECUTIVE SUMMARY

OVERVIEW

Complete this section at the end. summarize your findings.

FEASIBILITY STATEMENT

Rank the feasibility of the business plan here. Explain risks and challenges and safest path forward.

RECOMMENDATION

Clear state your recommendation here.



DIRECT COMPETITORS

DIRECT COMPETITOR ANALYSIS

business name:		
Location		
Trading hours		
Look & feel		
Service Style		
Food & drink		
Functions		
Outdoor area		
Call to action		
Social responsiveness		
Social content / strategy		
Positive reviews		
Negative reviews		
Unique Selling Point		
Full kitchen		
Price point		
Gaming		
Promotions/Entertainment		

Populate with competitor observation and data.

DIRECT COMPETITOR ANALYSIS

business name:		
Location		
Trading hours		
Look & feel		
Service Style		
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Populate with competitor observation and data.

INDIRECT COMPETITOR ANALYSIS

INDIRECT COMPETITOR ANALYSIS

business name:		
Location		
Trading hours		
Look & feel		
Service Style		
Food & drink		
Functions		
Outdoor area		
Call to action		
Social responsiveness		
Social content / strategy		
Positive reviews		
Negative reviews		
Unique Selling Point		
Full kitchen		
Price point		
Gaming		
Promotions/Entertainment		

Populate with competitor observation and data.

INDIRECT COMPETITOR ANALYSIS

business name:		
Location		
Trading hours		
Look & feel		
Service Style		
Food & drink		
Functions		
Outdoor area		
Call to action		
Social responsiveness		
Social content / strategy		
Positive reviews		
Negative reviews		
Unique Selling Point		
Full kitchen		
Price point		
Gaming		
Promotions/Entertainment		

Populate with competitor observation and data.

COMPETITORS

ACTIONABLE INSIGHTS

Summaries your key understandings from the competitor Analysis.

Is there a common theme, concept, price point? Is there a hole in the market?

Are there likely to be expectations in the local community around:-
décor, service style, price point, engagement via social media.

Explain where your what these insights mean for your business.

LOCAL INSIGHTS

Profile and forecast of patronage from local residents, and surrounding districts



LOCAL PROFILE

POPULATION GROWTH FORECAST

Load local government, national, tourism data here. Explain the impact of this growth or decline on your

Business plan.

INCOME AND SPEND

Load local government, census and demographic data here. Who is in the local community, what do they

do, how much do they spend and how does this impact your business plan.



DISTRICT PROFILE

ACTIONABLE INSIGHTS

Summaries your findings here.

TOURISM FORECAST AND OPPORTUNITIES

- profile and forecast of the area/region, interstate and international tourism
 - drivers and opportunities to attract increased tourism spend

TOURISM FORECAST AND OPPORTUNITIES

Add brief overview here.

DOMESTIC TRAVELLERS PROFILE

Enter key statistic here.

INTERNATIONAL TRAVELLERS PROFILE

Enter key statistic here.

ACTIONABLE INSIGHTS

Explain what this means for your business plan. What does it change and what can you do differently to capitalise on this information.



COUNCIL MASTERPLAN

- vision for target area
- key drivers and measures
- related initiatives to inform dependencies

COUNCIL GOALS & OBJECTIVES

Review council masterplans and future goals. Summaries them here.

VISION

Explain councils vision for the next 5-10 years.

GUIDING PRINCIPLES

Outline any guiding principle or measures.

DESIGN PRINCIPLES

Outline any Design principle or measures.

TIMING

Outline any milestones or timeframes

REFERENCE SITES

- Similar business models that work
- Industry leaders in other locations
 - Local hero's

REFERENCE SITE 1: NAME

CATEGORY	
SITE	
SUMMARY	
MENU	
DRINKS, WINE	
WHO	
PRICE POINT	
CUSTOMER PROFILE	
WHY CUSTOMERS TRAVEL	
KEY DIFFERENCES TO HORSHAM	
ACTIONABLE INSIGHTS FOR HORSHAM	

REFERENCE SITE 2: NAME

CATEGORY	
SITE	
SUMMARY	
MENU	
DRINKS, WINE	
WHO	
PRICE POINT	
CUSTOMER PROFILE	
WHY CUSTOMERS TRAVEL	
KEY DIFFERENCES TO HORSHAM	
ACTIONABLE INSIGHTS FOR HORSHAM	

REFERENCE SITE 3: NAME

CATEGORY	
SITE	
SUMMARY	
MENU	
DRINKS, WINE	
WHO	
PRICE POINT	
CUSTOMER PROFILE	
WHY CUSTOMERS TRAVEL	
KEY DIFFERENCES TO HORSHAM	
ACTIONABLE INSIGHTS FOR HORSHAM	

REFERENCE SITE 4: NAME

CATEGORY	
SITE	
SUMMARY	
MENU	
DRINKS, WINE	
WHO	
PRICE POINT	
CUSTOMER PROFILE	
WHY CUSTOMERS TRAVEL	
KEY DIFFERENCES TO HORSHAM	
ACTIONABLE INSIGHTS FOR HORSHAM	

MARKET POSITION

Explain your market position based on the research. What are the impacts of competitors, the community, tourism on your business and your strategy.

Clearly explain what the market research is telling you and how this should drive your concept.

BUSINESS PLAN

Your Logo

A brief summary of your business. Who you are and what you do.

Your
Logo

OUR CONCEPT

Explain you concept in detail here.
What do you do, how do you do it. How do you want your customers to feel.

Your
Logo

OUR VISION

Explain your vision here.

Create a vision statement.

Your
Logo

OUR PEOPLE

Who will you be employing. Are they local, are they skilled will you be providing training. What sets you people apart from the pack.

Your
Logo

OUR TRADING HOURS

List your trading hours here.

Your
Logo

OUR TARGET MARKET

Explain the demographic you are targeting here.

Who are they and what do they want.

Your
Logo

OUR FOOD

Explain your ethos toward food. What is your style, is sourcing, practice or approach important explain it here.

OUR FOOD

Add a sample menu here.

Your Logo

Your Logo

OUR SENSE OF STYLE

- Explain your design intent
- Explain any point of difference
- Explain how you want your customer to feel in the space

FINANCIALS

FINANCIALS

Drop a summary of financial forecast here.

Your
Logo

FINANCIALS

SPEND	ESTIMATED ROI

NOTE ESTIMATE ONLY **

Enter your capex budget/spend and the time it will take in months years to pay this cost back based on your forecast profit.

Your
Logo

SWOT

STRENGTHS

List the strengths of your concept here.

WEAKNESSES

List any weakness here.

List any opportunities areas you can capitalize on.

OPPORTUNITIES

List any threats that could arise.

THREATS

FEASIBILITY

PROJECT IMPACT STATEMENT

ENVIRONMENTAL IMPACTS	SOCIAL IMPACTS	POLITICAL IMPACTS	ECCONOMIC INPACTS

List the impacts of the project here

PROJECT NEEDS ANALYSIS

CURRENT NEED	GAPS & SHORTFALLS IN LOCAL MARKET

List community or other needs here.

RISK STATEMENT

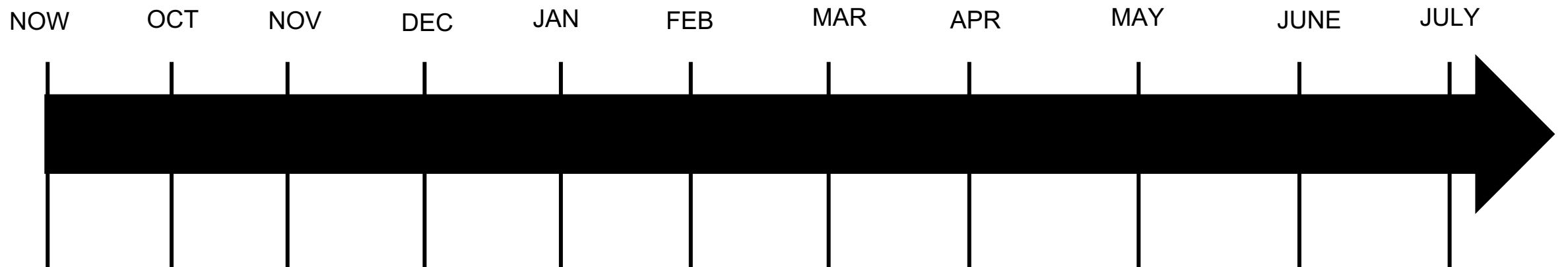
RISK STATEMENT

RISK	LIKELIHOOD	IMPACT	MITIGATION	EARLY WARNING SIGN
	MODERATE RISK			
	LOW RISK			
	MODERATE RISK			
	MODERATE RISK			
	MODERATE RISK			
	HIGH RISK			
	MODERATE RISK			
	MODERATE RISK			
	MODERATE RISK			

List and rank all of the potential risks here including the potential impact on the business the early warning signs and whys you can mitigate these risks.

TIMELINE

TIMELINE (INDICATIVE ONLY)



List critical path items in order or completion.
This can be in weeks or months so long as nothing is missed and timing is correct. Design, council submissions, approvals, Permits, marketing pr, recruitment, build and fit-out times.

FEASIBILITY

FEASIBILITY

FEASIBILITY CATEGORY	DESCRIPTION	RANK
FINANCIAL FEASIBILITY		/5
TIMELINE FEASIBILITY		/5
SOCIAL FEASIBILITY		/5
MARKET FEASIBILITY		/5
RISK FEASIBILITY		/5
ECCONMIC FEASIBILITY		/5
OVERALL FEASIBILITY		/30

Describe the feasibility based on your findings. Rank the feasibility out of 5 to gain an over all score.

FEASIBILITY STATEMENT

List your rank and explain if it is feasible or not.