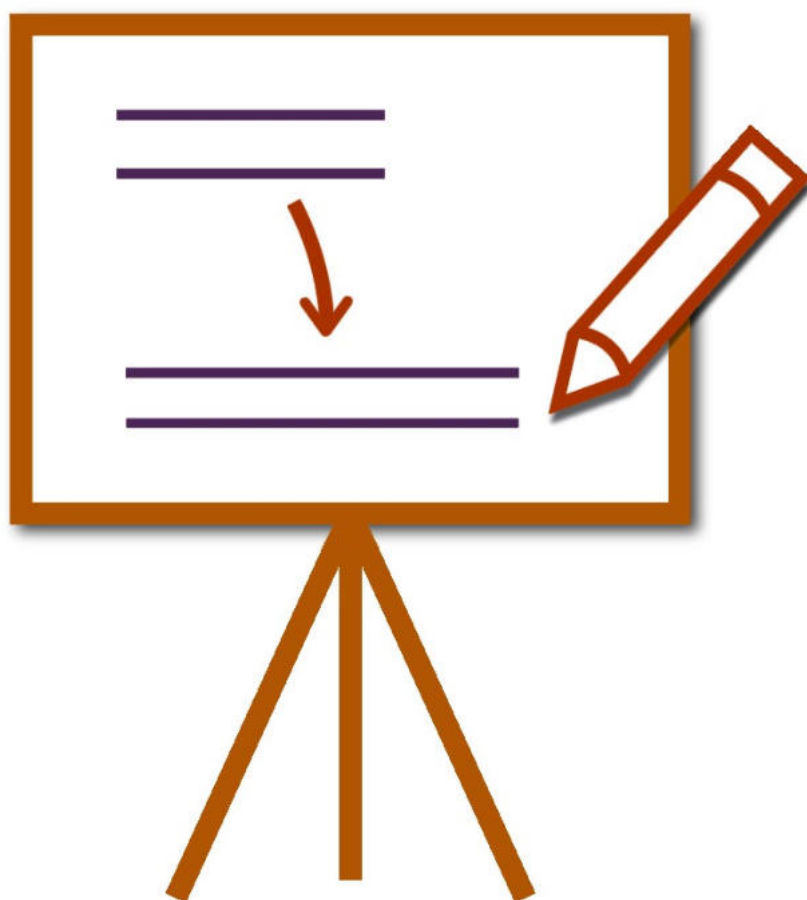




Step 3: Business Plan



Easy Read



Small Business



Government of **Western Australia**
Department of **Communities**

These resources have been developed with support from the Small Business Development Corporation. This project is an NDIS Information, Linkages and Capacity Building (ILC) initiative.

How to use this document



WA's Individualised Services (WAiS) wrote this information. When you see the words 'we' or 'us', it means WAiS.



Easy Read

We have written this information in an easy to read way.

We use pictures to explain some ideas.



There are words you need to know and understand when you start a business.

Some words are written in **bold**.

We explain what these words mean.

There is a list of these words on page 34.



You can ask for help to read this information.

A friend, family member or support person may be able to help you.

Summary

My Business

My Business

My business name will be:

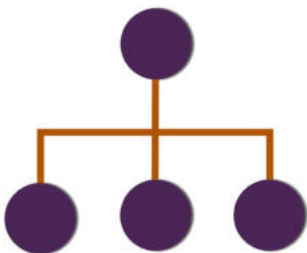
What my business will do:



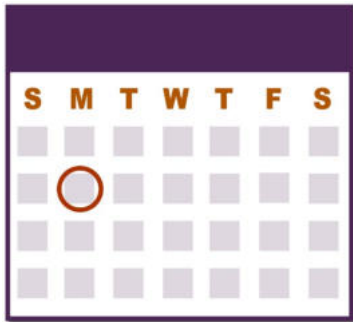
How will my business be run?

This is known as your business structure.

For example, sole trader, partnership, company or trust:



You may need to get the advice of an accountant or lawyer to decide the structure of your business.



The date I am going to start my business is:

This is what I know about being a business owner:



This is what I will do in my business:



Vision, Mission and Goals



Vision

This is what my business will be like in the future:



Purpose

The reason why I want my business is:





Goals

In 1 year, I want to do these things in my business:

In 5 years, I want to do these things in my business:

Licences, registrations and insurance



The business name I have **registered** is:



The ABN (Australian Business Number) or ACN (Australian Company Number) I have registered is:

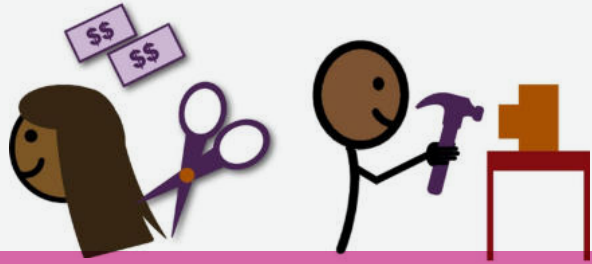


Other **licences, registrations** or **insurances** I need are:

For example, public liability insurance, workers compensation insurance, Goods and Services Tax (GST)

This information can be found through the Business Licence Finder at www.licence.smallbusiness.wa.gov.au/BusinessLicenceFinder/prod/home or calling the Small Business Development Corporation on 133 140.

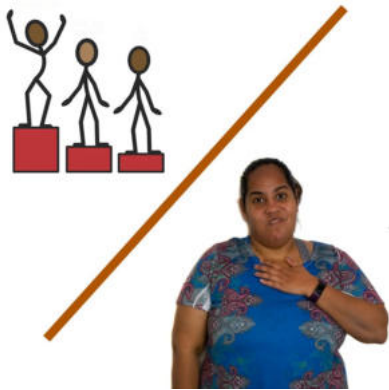
Products and Services



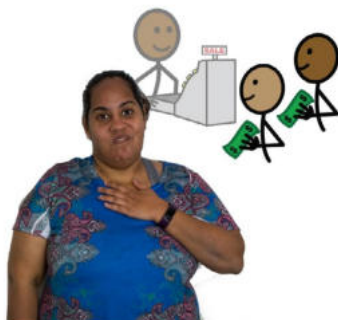
The products or services I sell are:



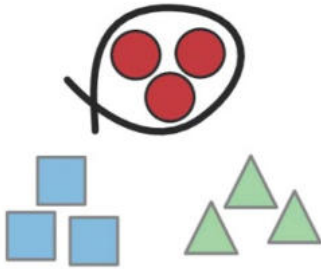
My products or services are different because:



People will buy my product or service because:



Research

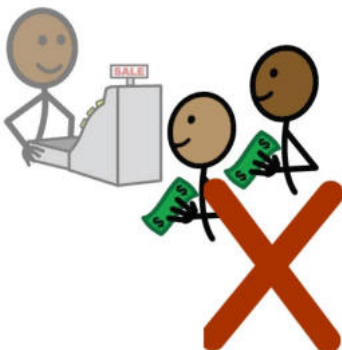


The type of **industry** my business is in (for example, retail, education, hospitality, arts, fashion):

What might make my business better or worse:



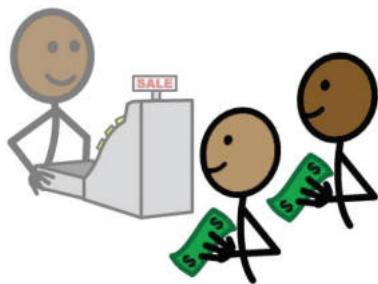
These things might stop people from buying my product or service:



I can grow my business by:



These are the type of people who buy my product or service:



People who sell products like mine are:



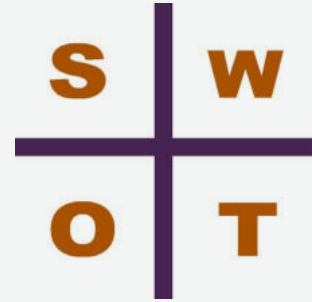
What I sell is different because:



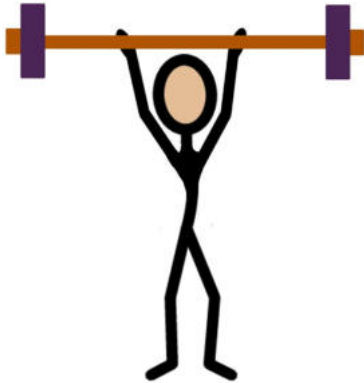
What I sell is the same because:



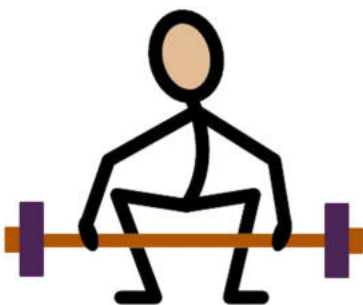
Strengths, Weaknesses, Opportunities, Threats (SWOT)



Strengths – the things my business is good at doing are:



Weaknesses – the things my business is not good at doing are:



Opportunities – the things that could make my business do better are:



Threats – the things that could make my business do worse are:



What am I good at?

What can I be better at?



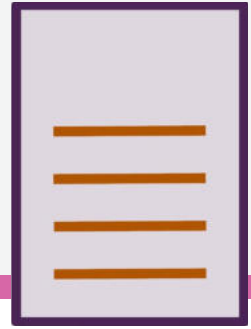
A large empty rectangular box for writing.

What can I learn to be a better business owner?



A large empty rectangular box for writing.

Running my business



The place where I have my business is:



The equipment and furniture I need for my business are:



<div></div> <div>Equipment and furniture</div>	<div></div> <div>Cost</div>
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
Total	\$

People I buy things from for my business are suppliers. My suppliers are:

<div></div> <div>Supplier Name</div>	<div></div> <div>Phone or Email</div>	<div></div> <div>What they are selling</div>

Workers and support team



I will need workers to do these things:



I will find the workers by:



People I will get advice from are:

For example, accountant, lawyer, insurance agent, **business advisor**, bank.



A large empty rectangular box for writing.

People who can support me are:



A large empty rectangular box for writing.

Marketing

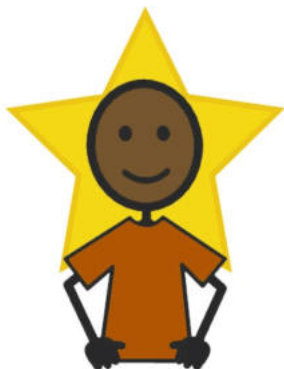


Marketing is what you can do to sell more products or services.

My product or service is:



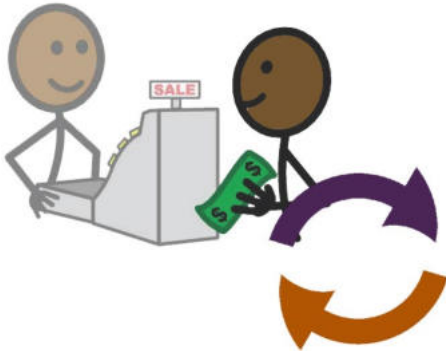
People who will buy my product or service are:



People will find out about my product or service by:



Things I can do so people keep buying my product or service are:



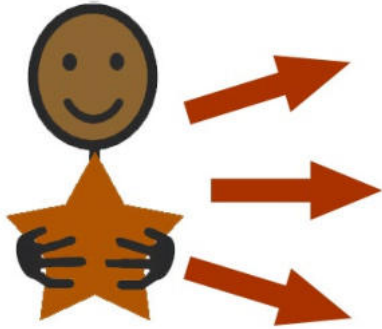
I will sell my product or service by:



I will let people know about my product or service by:

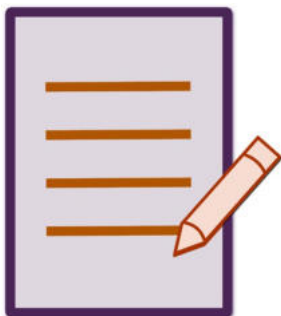


I will get my product or service to people by:







A large empty rectangular box for writing the distribution plan.

My customers will tell me what they think by:



A large empty rectangular box for writing the feedback plan.

The costs for marketing my business are:






How	Cost
 <p>Online (website, Facebook, Instagram)</p>	\$
 <p>Printed (flyers, posters)</p>	\$
 <p>Contacting people (phone calls, mail, events, meetings)</p>	\$
 <p>Advertising (newspaper, radio)</p>	\$
 <p>Total</p>	\$

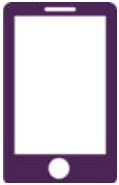






Finances








Starting costs





The costs to start my business are:

What I am spending money on (expenses)	Cost	Notes
 Accountant or Lawyer	\$	
 Business cards	\$	
 Business name, website domain	\$	
 Computer equipment	\$	
 Furniture and signs	\$	

What I am spending money on (expenses)	Cost	Notes
 <div>Mobile phone</div>	\$	
 <div>Insurance</div>	\$	
 <div>Rent</div>	\$	
 <div>Licences and permits</div>	\$	
 <div>Graphic design</div>	\$	
 <div>Transport</div>	\$	
 <div>Office furniture and stationery</div>	\$	

What I am spending money on (expenses)	Cost	Notes
 Supplies	\$	
 Equipment and tools	\$	
 Website	\$	
 Two months cash to run business	\$	
Subtotal	\$	
Backup money (20% of subtotal)	\$	
 TOTAL START-UP COSTS	\$	

Where the money I need to start my business comes from:

Where the money comes from	How much	Notes
 My savings	\$	
 Loans from family/friends	\$	
 Loan from lender (for example, a bank)	\$	
 TOTAL START-UP MONEY	\$	

On-going costs

How much money I will need each month to keep my business going:

What I am spending money on (expenses)	Amount per month	Notes
 Accountant and Lawyer	\$	
 Advertising	\$	
 Business loan payments	\$	
 Business travel and accommodation	\$	
 Electricity and gas	\$	
 Equipment hire	\$	

What I am spending money on (expenses)	Amount per month	Notes
 Transport	\$	
 Insurance	\$	
 Bank interest and fees	\$	
 Memberships	\$	
 Business location lease	\$	
 Printing, postage, stationery, packaging	\$	
 Registrations and licences	\$	

What I am spending money on (expenses)	Amount per month	Notes
 Repairs, cleaning	\$	
 Tax	\$	
 Phone/internet	\$	
 Workers	\$	
 Other expenses	\$	
 TOTAL	\$	




Price






This is how I will price my products and services:

 Product	 Cost to make each product (\$)	 Price people will pay (\$)	 Profit (\$)

Cost of Goods Sold (COGS)

The costs of making my products are:

	Product 1	Product 2	Product 3
Product Name			
 Cost for one product to be made			
 Total number of products I will make			
 TOTAL COST	\$	\$	\$

	Product 1	Product 2	Product 3
 Transport			
 Transport insurance			
1 Parts 1			
2 Parts 2			
3 Parts 3			
4 Parts 4			
 Costs to pay workers			
 Packaging			
 Other expenses			
TOTAL COGS	\$	\$	\$

Word List



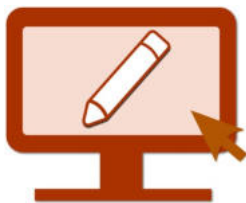
Business advisor

A business advisor is a person who gives you information and advice to help your business become successful.



Domain

A domain is the address of a website.



Graphic design

Working with images and words to make them look good. For example, in a brochure.



Industry

An industry is the businesses that sell the same type of product or service.



Insurance

Insurance is a service you pay for to protect you if something goes wrong. If you have insurance and something goes wrong, your insurance company could pay the cost.



Leasing

Leasing is paying for something that you are using but do not own. You agree with the owner how much you will pay.



Licence

A licence is a document that says you can:

- own or use something
- do something, like drive a car, bus or truck.

When you start a business, there might be licences you need for the services you provide, such as:

- working with children
- serving alcohol.



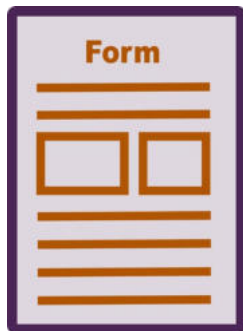
Loan repayments

The regular amount you need to pay back when you borrow money.



Profit

The amount left when you take the cost of making the product or service from the sales.



Register and Registrations

When you register, you go on a list of people, businesses or companies that provide certain products or services.



Supplies

Supplies are things you need to have a product or service.

Notes

[illegible]

Notes

[illegible]

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