

## Business Services - Starting a Business Model Business Plan

Many formats can be used for preparing a business plan but common sense should be used in selecting topics to suit your particular business. The following model business plan format may assist you to develop your own business plan.

### Table of Contents

<p>Introduction              Purpose of Business Plan              Objectives of Business</p> <p>Executive Summary              Current Analysis              Profit Projections              Capital Funding Requirements              Critical Service Factors</p> <p>Industry Analysis              Overview of the Industry              Industry Characteristics              Economic Trends              Consumer Trends              Social and / or Political                  Considerations              Price Sensitivity of Industry</p> <p>The Business              Resume of Owner(s) / Proprietor              Organisation Structure -                  Partnership, Pty Ltd,                  Company, etc</p> <p>    Main Activities              Location              Starting Capital              Unique Features              Business Advisers                  Accountant                  Solicitor                  Banker</p> <p>    Strengths and Weaknesses              People Relationships              Customers              Staff              Suppliers              Past Performance              Current Performance</p> <p>Product Range / Service              Product Description              Strengths / Weaknesses              Opportunities/Threats              Future Development</p>	<p>Manufacturing / Production (For          manufacturing concerns)              Quality Control              Strengths / Limitations              Expansion              Capacity              Scheduling              Equipment Requirements              Material Requirements              Human Resources</p> <p>Marketing              Marketing Strategy              Target Market              Customer Profile              Market Size and Share              Market Potential              Key Influencing Factors              Pricing Policy              Competition              Research and Analysis              Advertising and Promotion              Sales and Distribution              Competitive Advantages</p> <p>Financial Information              Current Position              Income and Expenditure                  Projection              Profit Budget              Balance Sheet              Cash Flow Forecast              Break Even Analysis              Sources of Finance              Capital Requirements              Timing and Stages of              Finance              Fixed Asset Requirements</p> <p>Management and Staffing Strategy              Key Management              Staffing Requirements              Duties &amp; Responsibilities              Supporting Documents                  and Miscellaneous              Legal Documents              Leases or Contracts              Letter of Intent              Research Documents              Patents or Trademarks</p>
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Follow the headings of the model and include the detail outlined in this section.

The process highlights lack of information and where decisions need to be made. It also provides an effective working document for the management of your business.

We are often called in by our clients to help them with some, or all of the process. In our experience, the independence we bring to the team in challenging long held beliefs helps stimulate a "can do" environment and greatly increases your likelihood of success.

Bentleys is an association of independent accounting firms in Australia that specialises in developing long term strategic partnerships with clients. Bentleys offers a broad range of services including business advisory, taxation, corporate recovery and audit.

Please [contact us](#) today to discuss your business needs.