

THE FOODIE FACTORY *Food Entrepreneurs* BUSINESS PLAN TEMPLATE



BUSINESS PLAN SUMMARY

BUSINESS NAME:

BUSINESS STRUCTURE:

ABN:

DATE ESTABLISHED:

GST: (ARE YOU REGISTERED FOR GST?)

YES NO

LICENCES & PERMITS:

BUSINESS LOCATION: (DESCRIBE THE LOCATION AND SPACE OCCUPIED/REQUIRED - SIZE, LANDMARKS, RETAIL TRAFFIC)

BUY/LEASE:

BUSINESS OWNER:

RELEVANT OWNER EXPERIENCE:

PRODUCTS/SERVICES:

DOMAIN NAMES:

SOCIAL HANDLES:

MARKET POSITION:

WHAT IS YOUR TARGET AUDIENCES PROBLEM? EXPLAIN HOW YOUR PRODUCT SOLVES THAT PROBLEM.

ANTICIPATED DEMAND:

DETAIL THE ANTICIPATED QUANTITY OF PRODUCTS YOUR CUSTOMERS ARE LIKELY TO PURCHASE IN 6 MONTHS AND 12 MONTHS.

UNIQUE SELLING POSITION:

WHAT IS THE PRIMARY REASON YOU OFFER IS DIFFERENT OF BETTER THAN YOUR COMPETITORS? DETAIL WHERE YOUR PRODUCTS FIT IN THE MARKET AND WHETHER THEY ARE HIGH-END, COMPETITIVE OR A LOW COST ALTERNATIVE TO THE PRODUCTS/SERVICES OFFERED BY YOUR COMPETITORS. WHAT GIVES YOUR PRODUCTS THE EDGE?

SWOT ANALYSIS

SWOT Analysis is a useful technique for understanding your strengths and weaknesses, and for identifying both the opportunities open to you and the threats you face. Used in a business context, it helps you to carve a sustainable niche in your market. You need to be able to:

- Seize business opportunities by capitalising on business strengths
- Overcome weaknesses to take advantage of business opportunities
- Monitor potentially threatening outside forces while maintaining or developing internal capabilities so that you're prepared to respond from a position of strength if a threat arises
- Eliminate weaknesses to protect your business from threats

NOTE:

Revisit your SWOT analysis on a regular basis – at least annually and more frequently if your business is facing major changes in marketplace or competitive conditions, experiencing growth problems, or failing to meet goals and objectives – to see how the balance of strengths, weaknesses, opportunities, and threats may have shifted.

favourable

unfavourable

internal

STRENGTHS

- What are your strengths?
- What does your business do better than others?
- What unique products & positioning do you possess?
- What do others perceive as your strengths?

WEAKNESSES

- What are your weaknesses?
- What do your competitors do better than you?
- What can you improve given the current situation?
- What do others perceive as your weaknesses?

external

OPPORTUNITIES

- What trends or conditions may positively impact your business?
- What opportunities are available to you?

THREATS

- What trends or conditions may negatively impact you?
- What are your competitors doing that may affect you?
- Do you have solid financial support?

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

MARKET RESEARCH



It's crucial to show that you understand your competitors. This section should give detailed information about your key competitors and how you plan to challenge them.

OTHER CONSIDERATIONS

- Back up your claims with evidence where possible.
- Think about who the customers of your competition are and why.
- Try and gather as much information as possible about their marketing strategies.
- Online reviews may also help you understand how they are perceived.

KEY THINGS TO INCLUDE:

- Show that you have done your research.
- Detail both the strengths and weaknesses of your competition.
- Be explicit about your opportunities to beat your competitors.
- You may not always be able to get detailed financial information about your competitors but include pricing information if you can.
- Don't just include direct competitors; there are probably rivals selling alternative products or services that fulfil a similar need to yours. For example, key competitors to a bar might also include other venues for socialising and spending disposable income, rather than just other outlets supplying alcoholic beverages.

COMPETITOR #1

NAME:

TYPE OF COMPETITOR:

PRICE POINT:

TARGET AUDIENCE:

KEY COMPETITIVE ADVANTAGE:

SALES CHANNELS - WHERE THEY SELL:

OF PRODUCTS:

STRENGTHS:

WEAKNESSES:

OPPORTUNITIES:

THREATS:

COMPETITOR #2

NAME:

TYPE OF COMPETITOR:

PRICE POINT:

TARGET AUDIENCE:

KEY COMPETITIVE ADVANTAGE:

SALES CHANNELS - WHERE THEY SELL:

OF PRODUCTS:

STRENGTHS:

WEAKNESSES:

OPPORTUNITIES:

THREATS:

COMPETITOR #3

NAME:

TYPE OF COMPETITOR:

PRICE POINT:

TARGET AUDIENCE:

KEY COMPETITIVE ADVANTAGE:

SALES CHANNELS - WHERE THEY SELL:

OF PRODUCTS:

STRENGTHS:

WEAKNESSES:

OPPORTUNITIES:

THREATS:

COMPETITOR #4

NAME:

TYPE OF COMPETITOR:

PRICE POINT:

TARGET AUDIENCE:

KEY COMPETITIVE ADVANTAGE:

SALES CHANNELS - WHERE THEY SELL:

OF PRODUCTS:

STRENGTHS:

WEAKNESSES:

OPPORTUNITIES:

THREATS:

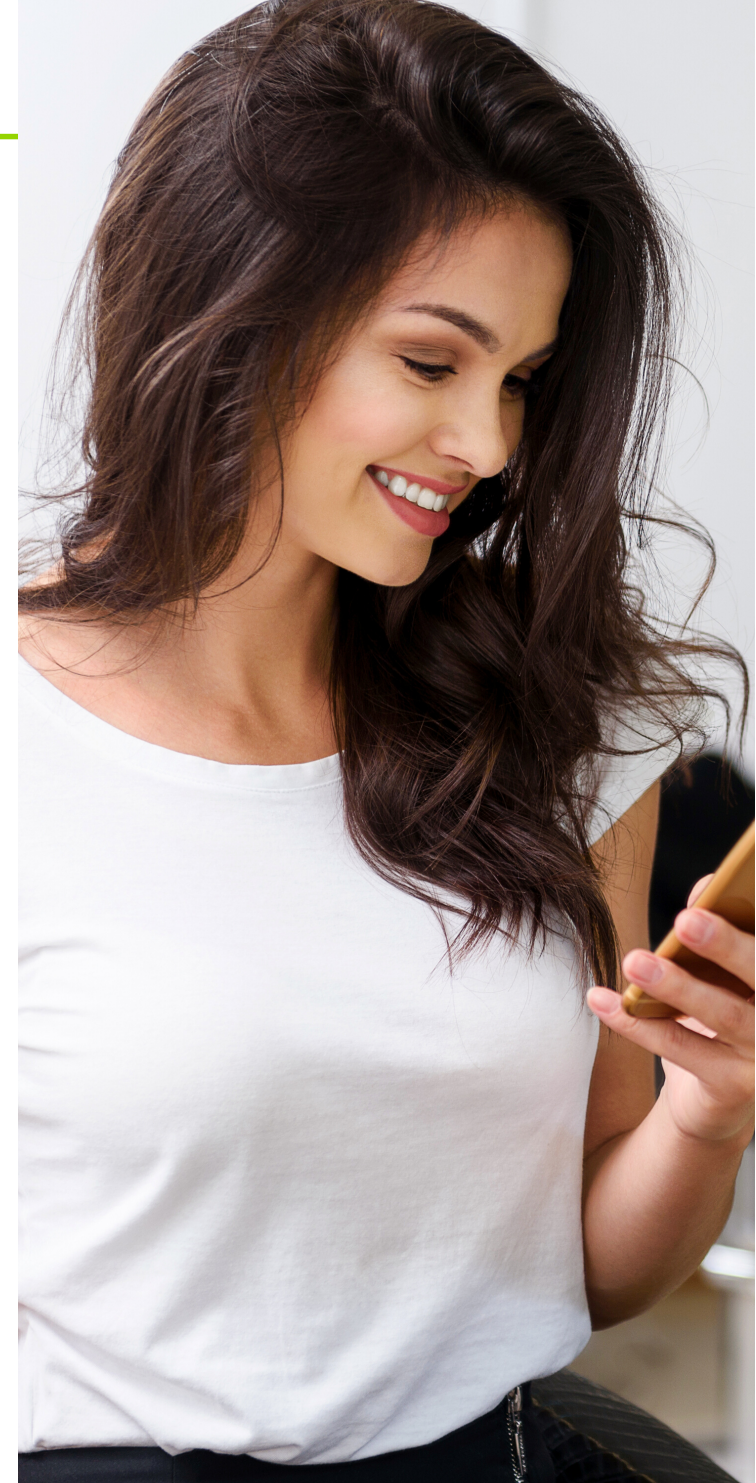
DEFINING YOUR CUSTOMER AVATAR

In this section, you should provide detailed information about who you intend to be your customers. It's important that this is based on accurate research, clearly demonstrating that there is a demand for what you will be selling and sufficient opportunity for your business to thrive.

Start by giving each persona a name that fits their avatar. If your customer is a 19 year old girl in California, I guarantee her name isn't Agnus.

Further, attach a photo of your persona. You can use a stock photo or something you find through a Google search. The face should match your customer. If you're selling to women over 60, the photo should be a woman over 60.

Next, summarise your persona in a few sentences. Include basic information that sets the scene. The purpose is to introduce the persona to someone who hasn't "met" your customer.



DEFINING YOUR CUSTOMER AVATAR



NAME:

GENDER:

AGE:

MARITAL STATUS:

OCCUPATION:

JOB TITLE:

LOCATION:

ANNUAL INCOME:

EDUCATION LEVEL:

CHILDREN:

GOALS & VALUES

EG: ASPIRATIONS, PERSONAL & BUSINESS GOALS, VIEWS ETC

GENERAL INTERESTS

EG: EVERYDAY LIFE, MUSIC, TV SHOWS, BRANDS, SPORTS, MOVIES ETC

SOURCES OF INFORMATION

EG: BOOKS, PUBLICATIONS, SOCIAL MEDIA, WEBSITES ETC

PROBLEMS & CHALLENGES

EG: WORK, HOME, PROBLEMS THAT MAKE THE IDEAL CUSTOMER

WHAT DO THEY KNOW ABOUT YOU?

HAVE THEY HEARD OF YOUR BRAND BEFORE?

ARE THEY AWARE OF THE "PROBLEM" YOU ARE SOLVING?

DO THEY CURRENTLY USE A COMPETITOR PRODUCT?

BUYING BEHAVIOUR

HOW DO THEY USUALLY BUY?

WHEN DO THEY BUY AND FROM WHERE?

WHAT INFLUENCES THEIR DECISION?

ARE THEY THE FINAL DECISION MAKER?

CURRENT STAFF

JOB TITLE	NAME	EXPECTED STAFF TURN OVER	SKILLS OR STRENGTHS

REQUIRED STAFF

JOB TITLE	QUANTITY	EXPECTED STAFF TURN OVER	SKILLS NECESSARY	DATE REQUIRED

PLANT & EQUIPMENT

LIST YOUR CURRENT PLANT AND EQUIPMENT OR WHAT YOU NEED TO PURCHASE TO GET STARTED, INCLUDE MANUFACTURING EQUIPMENT, PPE, PRODUCTION, PACKAGING, LABELLING, STORING ETC

EQUIPMENT	PURCHASE DATE	PURCHASE PRICE	RUNNING COST

INVENTORY

LIST YOUR CURRENT INVENTORY ITEMS IN THE TABLE BELOW. IF YOU HAVE A SUBSTANTIAL INVENTORY, YOU MAY PREFER TO ATTACH A FULL INVENTORY LIST TO THE BACK OF THIS BUSINESS PLAN

INVENTORY ITEM

UNIT PRICE

QTY IN STOCK

TOTAL COST

INVENTORY ITEM

UNIT PRICE

QTY IN STOCK

TOTAL COST

TECHNOLOGY (SOFTWARE):

WHAT TECHNOLOGY DO YOU REQUIRE & ESTIMATED COST

TRADING HOURS

WHAT ARE YOUR TRADING HOURS? WHAT ARE YOUR EXPECTED PEAK TRADING TIMES?

COMMUNICATION CHANNELS:

HOW WILL YOUR CUSTOMER GET IN CONTACT WITH YOU?

PAYMENT TYPES:

WHAT PAYMENT TYPES WILL YOU ACCEPT?

CREDIT POLICY:

WHAT WILL BE YOUR CREDIT POLICY FOR CUSTOMERS/SUPPLIERS?

WARRANTIES & REFUNDS:

WHAT ARE YOUR WARRANTY TERMS AND YOUR REFUND/EXCHANGE POLICY?

SALES & MARKETING STRATEGY

WHAT STRATEGIES DO YOU HAVE FOR PROMOTING AND ADVERTISING YOUR PRODUCTS/SERVICES IN THE NEXT 12 MONTHS?]

PLANNED PROMOTION

EXPECTED BUSINESS IMPROVEMENT

COST

TARGET DATE

MARKETING STRATEGY



Your well-developed marketing strategy will help you realise your business's goals and build a strong reputation for your products. A good marketing strategy helps you target your products and services to the people most likely to buy them. It usually involves you creating one or two powerful ideas to raise awareness and sell your products.

Developing a marketing strategy that includes the components listed below will help you make the most of your marketing investment, keep your marketing focused, and measure and improve your sales results.

MARKETING ACTIVITY

CHANNEL TYPE

LENGTH OF ACTIVITY

COST

SUCCESS FACTORS

WHERE TO FROM HERE?

SHORT TERM GOALS

Developing an action plan can help changemakers turn their visions into reality. An action plan describes the way your business will meet its objectives through detailed action steps that describe how and when these steps will be taken. It will give you a blueprint to successfully starting your business, what milestones you need to achieve and when you need to complete them.

As you meet one objective on your plan at a time, you will gain the necessary traction you'll need to launch your startup successfully.

NEED TO

WHAT IS THE MILESTONE YOU NEED TO COMPLETE TO MAKE YOUR FOOD BUSINESS A REALITY?

BY WHEN

WORK BACKWARDS FROM THE LAUNCH DATE

COST

LONG TERM GOALS

NEED TO

WHAT IS THE MILESTONE YOU NEED TO COMPLETE TO MAKE YOUR FOOD BUSINESS A REALITY?

BY WHEN

WORK BACKWARDS FROM THE LAUNCH DATE

COST
