

THE FOODIEFACTORY FOOD FILTUPORY PLATE BUSINESS PLAN TEMPLATE







WHAT'S YOUR FOOD BUSINESS IDEA?

This should give a good overview of your entire idea, including an understanding of what will make your food and drink business stand out and how you plan to make it a success.

This is the section where you will list your full scope for your business, include:

- products and/or services your plan business to sell
- where you want your products sold (eg: markets, retail stores, export)
- who will you sell your product to
- what does your product branding look like? Include ideas for your business name, colours and pictures
- your competitiors

BUSINESS PLAN SUMMARY

BUSINESS NAME:	BUSINESS OWNER:
BUSINESS STRUCTURE:	RELEVANT OWNER EXPERIENCE:
ABN:	
DATE ESTABLISHED: GST: (ARE YOU REGISTERED FOR GST?) YES NO	PRODUCTS/SERVICES:
LICENCES & PERMITS:	
BUSINESS LOCATION: (DESCRIBE THE LOCATION AND SPACE	
OCCUPIED/REQUIRED - SIZE, LANDMARKS, RETAIL TRAFFIC)	DOMAIN NAMES:
	SOCIAL HANDLES:
BUY/LEASE:	

MARKET POSITION:	UNIQUE SELLING POSITION:
WHAT IS YOUR TARGET AUDIENCES PROBLEM? EXPLAIN HOW YOUR PRODUCT SOLVES THAT PROBLEM.	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?
ANTICIPATED DEMAND:	
DETAIL THE ANTICIPATED QUANTITY OF PRODUCTS YOUR CUSTOMERS ARE LIKELY TO PURCHASE IN 6 MONTHS AND 12 MONTHS.	

VALUE TO CUSTOMER:

GROWTH POTENTIAL:

EXPLAIN HOW YOUR CUSTOMERS VIEW YOUR PRODUCTS EG. NECESSITY, LUXURY OR SOMETHING IN BETWEEN.	DETAIL THE ANTICIPATED PERCENTAGE GROWTH OF YOUR PRODUCTS IN THE FUTURE AND EXPLAIN WHAT YOU EXPECT WILL DRIVE THIS GROWTH.

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.

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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?

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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?

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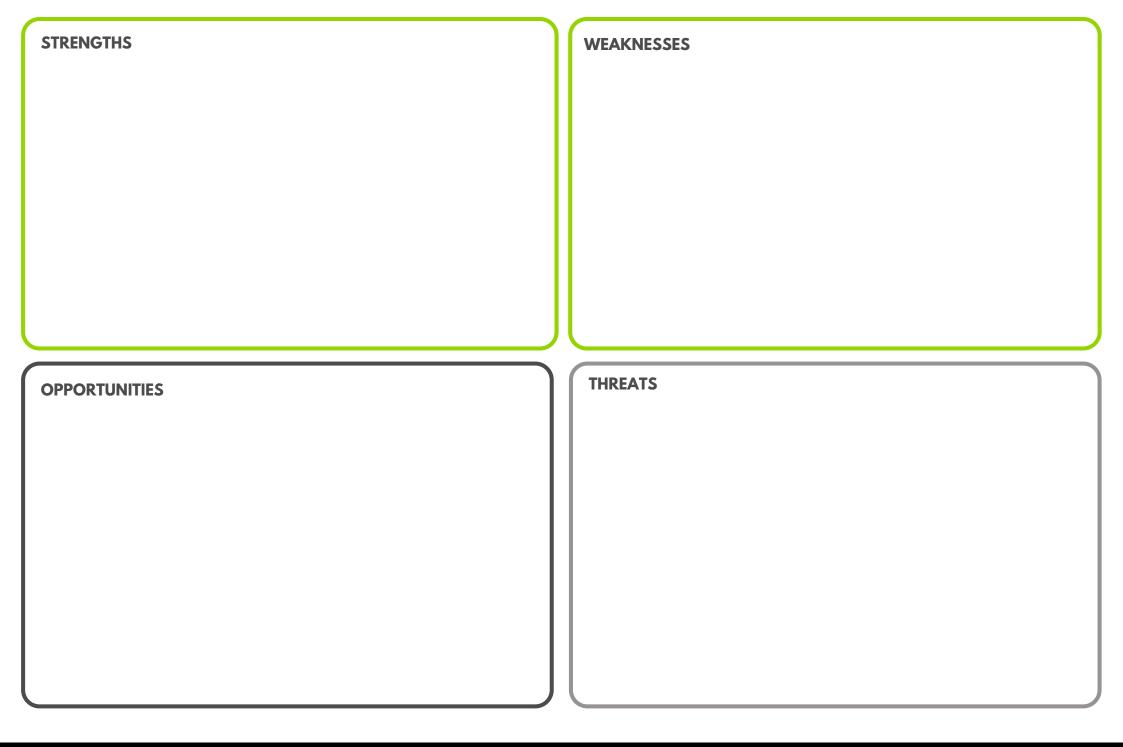
OPPORTUNITIES

- 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?

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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.

NAME:	STRENGTHS:
TYPE OF COMPETITOR:	
PRICE POINT:	
TARGET AUDIENCE:	WEAKNESSES:
KEY COMPETITIVE ADVANTAGE:	OPPORTUNITIES:
SALES CHANNELS - WHERE THEY SELL:	
	THREATS:
# OF PRODUCTS:	

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TYPE OF COMPETITOR:	
PRICE POINT:	
TARGET AUDIENCE:	WEAKNESSES:
KEY COMPETITIVE ADVANTAGE:	OPPORTUNITIES:
SALES CHANNELS - WHERE THEY SELL:	
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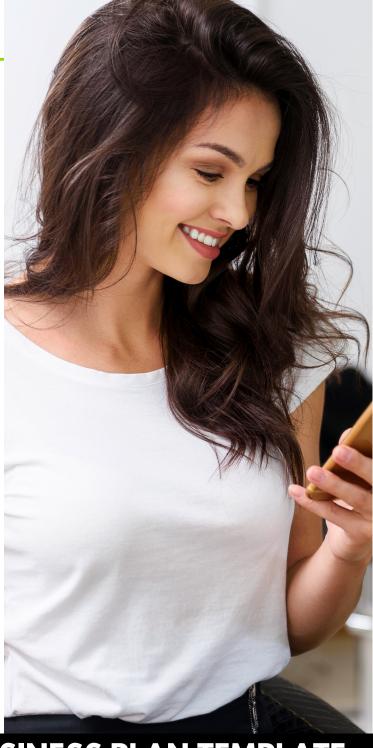
DEFINING YOUR CUSTOMER AVATAR

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

NAM	ME:	GOALS & VALUES EG: ASPIRATIONS, PERSONAL & BUSINESS GOALS, VIEWS ETC	GENERAL INTERESTS EG: EVERYDAY LIFE, MUSIC, TV SHOWS, BRANDS, SPORTS, MOVIES ETC
	GENDER:		
	AGE:		
	MARITAL STATUS:		
	OCCUPATION:		
	JOB TITLE:		
	LOCATION:		
	ANNUAL INCOME:		
	EDUCATION LEVEL:		
	CHILDREN:		

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?	BUYING BEHAVIOUR
HAVE THEY HEARD OF YOUR BRAND BEFORE?	HOW DO THEY USUALLY BUY?
ARE THEY AWARE OF THE "PROBLEM" YOU ARE SOLVING?	WHEN DO THEY BUY AND FROM WHERE?
DO THEY CURRENTLY USE A COMPETITOR PRODUCT?	
	WHAT INFLUENCES THEIR DECISION?
	ARE THEY THE FINAL DECISION MAKER?

THE FUTURE

VISION STATEMENT

A vision is a vivid mental image of what you want your business to be at some point in the future, based on your goals and aspirations. Having a vision will give your business a clear focus, and can stop you heading in the wrong direction.

A vision statement should communicate your long-term business goals, and it should reflect your view of the world and your business's place in it.

When writing a corporate vision statement, think in terms of writing just one or two very descriptive and passionate sentences about your company.



FINANCIALS

The purpose of the financial section is two-fold.
You'll need it if you are seeking investment from
venture capitalists or investors, they will want to see
numbers that say your business will grow and that
there is an exit strategy, during which they can make a
profit. Any bank or lender will also ask to see these
numbers and make sure you can repay your loan.

Secondly compiling this forecast is for your own benefit, so you understand how you project your business will do.



BRIEFLY OUTLINE HOW MUCH PROFIT YOU INTEND ON MAKING IN A PARTICULAR TIME FRAME. HOW MUCH MONEY WILL YOU NEED UP-FRONT? WHERE WILL YOU OBTAIN THESE FUNDS? WHAT PORTION WILL YOU BE SEEKING FROM OTHER SOURCES? HOW MUCH OF YOUR OWN MONEY ARE		
YOU CONTRIBUTING TOWARDS THE BUSINESS?		

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MANAGEMENT & OPERATIONS

DETAILS OF MANAGEMENT & OWNERSHIP AS THE OWNER(S), WILL YOU BE RUNNING THE BUSINESS OR WILL A CHIEF EXECUTIVE OFFICER (CEO) BE RUNNING THE BUSINESS ON YOUR BEHALF? WHAT WILL BE YOUR INVOLVEMENT? IF IT IS A PARTNERSHIP BRIEFLY OUTLINE % SHARE, ROLE IN THE BUSINESS, THE STRENGTHS OF EACH PARTNER AND WHETHER YOU HAVE A PARTNERSHIP AGREEMENT/CONTRACT IN PLACE?	EXPERIENCE WHAT EXPERIENCE DO THE BUSINESS OWNER(S) HAVE? HOW MANY YEARS HAVE YOU OWNED OR RUN A BUSINESS? LIST ANY PREVIOUS BUSINESSES OWNED/MANAGED. LIST ANY MAJOR ACHIEVEMENTS/AWARDS. WHAT OTHER RELEVANT EXPERIENCE DO YOU HAVE? DON'T FORGET TO ATTACH YOUR RESUME(S) TO THE BACK OF YOUR PLAN

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

OPERATIONS

PRODUCTION PROCESS WHAT IS THE PROCESS FOR MAKING YOUR PRODUCT, WHO IS INVOLVED ETC.	SUPPLIERS WHO ARE YOUR MAIN SUPPLIERS? WHAT DO THEY SUPPLY?	

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

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TRADING HOURS WHAT ARE YOUR TRADING HOURS? WHAT ARE YOUR EXPECTED PEAK TRADING TIMES?	
PAYMENT TYPES: WHAT PAYMENT TYPES WILL YOU ACCEPT?	
CREDIT POLICY: WHAT WILL BE YOUR CREDIT POLCIY 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