



**“Building and Supporting Businesses”**

## **Business Plan Questionnaire**

### **Executive Summary**

Goals and objectives (and how you will know when you have achieved them)  
Brief description of the business  
What organization structure will you use?

### **The Owners/Operators**

Do you have a longstanding interest in this field?  
What particular skills will you contribute to the venture?  
Is there any background in management or finance?  
Will any training for such be undertaken?  
Will any particular personality traits contribute positively to the venture?  
What technical experience do you have?  
Professional qualifications?

### **Marketing Plan**

What are the requirements of the market?  
Who are the customers?  
What do they want?  
What do consumers want from the service and the supplier?  
How do customers buy the service?  
How much do they buy?  
What additional services and products do they require or can you provide?  
What segment of the market do you supply?  
Who are your competitors?  
What share of the market do you each have?  
What is your competitive advantage?  
What are the market trends?  
What is your pricing policy?  
What are your sales targets?  
How do you plan to promote and distribute the service?  
How will you assess your marketing performance?  
What marketing personnel will you use?

### **Providing the service**

Where will you perform the service?  
Will you require an office base?  
Will you need to travel and how?  
Will the customers come to you?  
What equipment will you require?  
How will you monitor your performance?  
How will you maintain your skills?

### **Providing the product**

Retail?  
Outlet size and style  
The “feel” of the outlet  
What will bring the customers in?  
Stock purchasing and monitoring systems.  
Supplier contracts

Wholesale?  
Supplier contracts  
Warehouse required?  
“Just in time” or sell direct to customers warehouses  
Customer contracts

Manufacture?  
Supplier contracts  
Processes  
Machinery  
Factory  
Customer contracts  
Retail or Wholesale?

### **Personnel Plan**

What types of staff will you require, at what times and in what numbers?  
How will you recruit them?  
What salaries and conditions will you offer?  
What training and induction will you provide?  
What health and safety issues need to be addressed and in what way will you address them?  
What will your personnel costs be each month?

### **Financial Plan**

- What are your projections for receipts each month for the first 12 months?
- What are your payments projections for the first 12 months?
- What does your completed cash flow budget indicate for peak debt, carry on funds and surplus or deficit for the first year? and subsequent years?
- What capital investment is required?
- How will you finance capital investment and carry on requirements?
- How will you control your finances and spending?
- What do your balance sheet projections show?
- What is the projected profit/loss each year?
- What is your breakeven point and when will you reach it?
- Is the whole venture financially viable and under what circumstances?
- What are your contingency plans to handle financial crises or other adverse outcomes?
- Are all your insurance requirements adequately covered?
- What accounting system will you use?
- How will you record and control debtors and creditors?

### **Management Considerations**

- Will you meet all government requirements including health and safety?
- Do you have all the relevant licences and permits to operate?
- How will you allocate responsibilities?
- Detailed Exit Strategy?

### **SWOT Analysis**

What are your:

- Strengths
- Weaknesses
- Opportunities
- Threats