



# Start-Up Business Plan-Template

Date:

Name of business

## Customer Focused Mission Statement:

*Hint: What do you want to promise your customers in relations to service and standards, that they will say about you?*

## Mission Statement for its workers and subcontractors:

*Hint: What profitable sustainable business environment and values do you want to create and encourage to create what sort of culture. Eg. build a very professional organisation that supports management and its workers both financially and emotionally.*

*Create an environment that flourishes with honesty, openness, fairness, respect and compassion for others and operates under the ethical principles*

## Vision Statement :

*Hint: What is your vision for the future of your business. Who do you want your business to be? Eg. A household name, known in the industry as a leader of something, the business of choice to someone, etc.*

## Business Goals:

*Hint: What do you want your business to achieve and in what time frame do you want it? List as many as you can think including all the pipe dreams, you can work back from there as to how you will achieve this.*

- 1
- 2
- 3
- 4
- 5

## Business Strategies / Marketing plan

*List as many different types of strategies and marketing ideas you will use and put in as much detail as you know about how you are going to do it. Eg. Exhibitions, awards you will enter, demonstrations, social media, types of direct marketing, networking, google AdWords etc.*

- 1
- 2
- 3
- 4
- 5

## Income projection & Explanation:

Current jobs won projected through to .....	\$
Gross profit from jobs won	\$
Total potential already quoted in last 3 months	\$
Potential profit	\$
Expected 12mth turnover with current quotes & 20% conversions	\$
Predicted annual turnover 20__	\$
Estimated gross profit for this financial year	\$

**Cost Projection:**

	Per month	Annually
Rent	\$	\$
Staff	\$	\$
Office Costs	\$	\$
Vehicles	\$	\$
Insurances	\$	\$
Marketing	\$	\$
Miscellaneous	\$	\$
<b>Total</b>	<b>\$</b>	<b>\$</b>
Net Annual Profit for first year of trading		\$

**Future Potential & Income Streams**

- 1.
- 2.
- 3.

**Action Plans**

**What I need to do each week**

1. Weekly meetings etc.
- 2.
- 3.
- 4.
- 5.

**What I need to do each month**

- 1.
- 2.
- 3.
- 4.
- 5.

**What I need to do each quarter**

- 1.
- 2.
- 3.
- 4.
- 5.

**What I need to do each year**

- 1.
- 2.
- 3.
- 4.
- 5.