

# yes.gov.fj

## Business Plan template

If you need further information, assistance or referral about a business issue, please contact the YES team on 3305411.

## 

## Business Plan Summary

[*Your business summary should be no longer than a page and should focus on why your business is going to be successful]*

### The Business

**Business name:** [*Enter your business name as registered. If you have not registered your business name, add your proposed business name.*]

**Business structure:** [*Sole trader, partnership, trust, company.*]

**TIN:** [*Registered TIN number, if applicable.*]

**Business location:** [*Main business location*]

**Date established:** [*The date you started trading*]

**Business owner(s):** [*List all of the business owners*]

**Relevant owner experience:** [*Briefly outline your experience and/or years in the industry and any major achievements/awards.*]

### The Market

**Marketing strategy:**

[*How do you plan to enter the market? How do you intend to attract customers? How and why will this work?*]

### Products/services

| Product/Service | Description | Price |
| --- | --- | --- |
| [*Product/service name*] | [*Brief product/service description*] | [*Price including VAT* ] |
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| [*Product/service name*] | [*Brief product/service description*] | [*Price including VAT*] |

**Target market:** [*Who are you selling to? Why would they buy your products/services over others?*]

**Market position**: [*Where do your products/services fit in the market? Are they high-end, competitive or budget? How does this compare to your competitors?*]

**Unique selling position**: [*How will your products/services succeed in the market where others may have failed? What gives your products/services the edge?]*

**Anticipated demand**: [*What is the anticipated quantity of products/services your customers are likely to purchase? For example, how much will an individual customer buy in 6 months or 12 months?*]

**Pricing strategy**: [*Do you have a particular pricing strategy? Why have you chosen this strategy?*]

### The Future

**Vision statement:**

[*The vision statement briefly outlines your future plan for the business. It should state clearly what your overall goals for the business are.*]

**Goals/objectives:**

[*What are your short & long term goals? What activities will you undertake to meet them?*]

### Organisation chart

[*Outline your business structure in an organisation chart.*]

### The Finances

[*Briefly outline how much profit you intend on making in a particular timeframe. 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?*]

### Operations

**Production process**

[*What is the process involved in producing your products or services. This process will vary depending on your product or service. Here are some examples of questions you may consider. Is there a manufacturing process? Who is involved in the process? Are there any third parties involved? What is involved in delivering the service to your customers?*]

**Suppliers**

*[Who are your main suppliers? What do they supply to your business?* *How will you maintain a good relationship with them?]*

### Risk management

[*List the potential risks (in order of likelihood) that could impact your business.*]

| Risk | Likelihood | Impact | Strategy |
| --- | --- | --- | --- |
| [*Description of the risk and the potential impact to your business.*] | [*Highly Unlikely, Unlikely, Likely, Highly Likely*] | [*High, Medium, Low*] | [*What actions will you take to minimise/mitigate the potential risk to your business?*] |
| [*Description of the risk and the potential impact to your business.*] | [*Highly Unlikely, Unlikely, Likely, Highly Likely*] | [*High, Medium, Low*] | [*What actions will you take to minimise/mitigate the potential risk to your business?*] |
| [*Description of the risk and the potential impact to your business.*] | [*Highly Unlikely, Unlikely, Likely, Highly Likely*] | [*High, Medium, Low*] | [*What actions will you take to minimise/mitigate the potential risk to your business?*] |
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### S.W.O.T. analysis

[*List each of your businesses strengths, weaknesses, opportunities or threats in the table below and then outline how you plan to address each of the weaknesses/threats.*]

| Strengths | Weaknesses |
| --- | --- |
| *[e.g High traffic location]* | *[e.g High rental costs]* |

| Opportunities | Threats |
| --- | --- |
| *[e.g build on customer and brand loyalty]* | *[e.g Cash flow problems]* |

Expected cash flow

[*Double-click the table below to enter your details or attach your own profit & loss sheet at the back of this business plan*]

