**SQ Enterprise - Business Plan Template**

**BUSINESS PURPOSE**

*What is your current main business purpose? What service/product/content do you provide?*

**KEY ACHIEVEMENTS**

*Describe your key achievements in the past three years:*

**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.*

**HOW WILL YOU ACHIEVE YOUR FUTURE PLAN FOR THE BUSINESS?**

**GOALS / OBJECTIVES**

*What are your short and long-term goals for the next 12 months and beyond? What activities will you undertake to meet them?*

**ACTION PLAN***How will you achieve these goals? Complete the table below.*

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| --- | --- | --- | --- | --- | --- |
| **Goal** | **Actions**  | **Key Milestones** | **KPI** | **Date of completion** | **Cost**  |
| Goal 1  -   |  |   |   |   |   |
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| Goal 2 - |  |  |  |  |  |
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| Goal 3 - |  |  |  |  |  |
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**REVENUE STRATEGY**

*Describe the revenue streams you are targeting, why you are targeting these new areas, what is the anticipated impact for your business*

**FINANCE REQUIRED***How much money up-front do you need? Where will you obtain the funds? Will you be seeking from loans, investors, business partners, venture capital or government funding? Are you investing your own money towards the business?*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Budget Item** | **Applicant contribution** | **Co-funding from other sources** | **Screen Queensland enterprise funding** | **Total** |
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| **Total** |  |  |  |  |

**FINANCIAL OBJECTIVES***List your key financial objectives. These can be in the form of sales or profit targets. You could also list your main financial management goals such as cost reduction targets.*

**EXPECTED CASHFLOW**



**PROFIT AND LOSS FORECAST**

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**MARKET ANALYSIS**

*Include an assessment of domestic and international market*

### **Your target market/audience**

**MARKET/AUDIENCE DEMOGRAPHICS**

*Define who your target audience(s) are. Break this down for each different revenue stream*.

**MARKETING STRATEGY**

*How do you plan to enter new markets? How do you intend to attract audience? How and why will this work?*

**COMPETITIOR ANALYSIS**

**COMPETITOR ANALYSIS**

*Which other companies operate in your target area (domestically and internationally)? Evaluate your competitors and compare them to your company in the table below. How do you rate against your competitors? How can your business improve on what they offer? What % market share are you targeting?*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **[Competitor 1 name]** | **[Competitor 2 name]** | **[Competitor 3 name]** | **[Your business]** |
| **Date Established** | [*When were they established?*] | [*When were they established?*] | [*When were they established?*] | [*When were they established?*] |
| **Location** | *[What territories do they mainly operate in]* | *[What territories do they mainly operate in]* | *[What territories do they mainly operate in]* | *[What territories do you mainly operate in]* |
| **Size** | [*Number of staff and/or turnover*] | [*Number of staff and/or turnover*] | [*Number of staff and/or turnover*] | [*Number of staff and/or turnover*] |
| **Value to customers** | [*Unique Value to Customers*] | [*Unique Value to Customers*] | [*Unique Value to Customers*] | [*Unique Value to Customers*] |
| **Market Share** | [*Estimated percentage of market share*] | [*Estimated percentage of market share*] | [*Estimated percentage of market share*] | [*Targeted market share*] |
| **Strengths** | [*What are your competitor's main strengths?*] | [*What are your competitor's main strengths?*] | [*What are your competitor's main strengths?*] | [*What are your main strengths?*] |
| **Weaknesses** | [*What are your competitor's main weaknesses?*] | [*What are your competitor's main weaknesses?*] | [*What are your competitor's main weaknesses?*] | [*What are your main weaknesses?*] |
| **Opportunities** | [*What are your competitor's main opportunities?*] | [*What are your competitor's main opportunities?*] | [*What are your competitor's main opportunities?*] | [*What are your main opportunities?*] |
| **Threats** | [*What are your competitor's main threats?*] | [*What are your competitor's main threats?*] | [*What are your competitor's main threats?*] | [*What are your main threats?*] |

**HOW WILL YOUR FUTURE PLAN IMPROVE YOUR STANDING IN THE MARKET?***How do you rate against your competitors? How can your business improve on what it offers? What % market share are you targeting?*

**UNIQUE SELLING POSITION***How does your future plan give you an advantage over your competitors? How will your content/services succeed in the market where others may not be successful?*

**RISK ANALYSIS**

What are the risks to your business and which strategies will you apply to mitigate them? Be sure to also address how you will respond to the challenges brought on by COVID-19.

| 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?*] |

**BENEFITS TO QUEENSLAND**

*What are the immediate and long-term benefits to the Queensland industry as a whole (employment, in-state expenditure, acclaim/profile, returns, etc)?*

**DIVERSITY OUTCOMES (IF APPLICABLE)**

*How does your organisation, employees and proposal reflect and create opportunity for the diversity of population in the state of Queensland?*

**PROFESSIONAL REFERENCES**

*Include the contact details of two (2) professional references below.*