



Business plan

Date: Select a date

[Use the italicised guidance throughout this template for help completing your business plan. You may wish to remove this text before you finalise your plan.]

Key details

Registration details

Business name

Registered name. t/a
Territory

Date registered

Select date

State registered in

Select state/territory

Business structure

Select structure

Australian business number (ABN)

Australian company number (ACN)

If a company.

Licences and permits

Australian, state and local.

[Examples: General Pest Control License]

Contact details

Name

Phone

Mobile

Email

Address

Online and social media details

Address/details / Consult with FSO for details

Website

<http://www.jimspestcontrol.com.au> (The only approved domain)

Select type

Select type

Select type

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The business

Plan summary

[Complete this section last so you can summarise information from the rest of your plan.]

What our business does

The products or services we sell.

Our target market

Our unique selling point

Our business goals

Our history

Industry experience, major achievements.

Our why

[Consider why you started this business. Why are you personally invested in this business idea?]

The inspiration behind the business.

[Example: To be the go-to Pest Control Service Provider in our Territory.]

Our vision

[Consider what you want your business to accomplish in the long term. What are your ultimate goals? Be passionate, powerful and inspiring.]

Our hopes, dreams and where we aim to go.

[Example: To be the go-to Pest Control service provider of high quality, the largest household brand in Australia and reduce environmental impacts by providing environmentally friendly services.]

Our mission

[Consider the purpose of your business and define what it does for your customers. What do you do, how do you do it and why do you do it?]

Who we are and why we exist.

[Example: We supply high quality Pest Control Services while focusing on environmentally friendly practices and products.]

Operations

Products and services

What we're selling. List a minimum of TEN services and at what price you would offer it.

Product/service	Description	Unit price (incl. GST)
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$

Sales Channels

List a minimum of TEN Channels where you aim to get work from. The platforms/Channels we will use to sell our service to customers. Under no circumstances can our Business survive on JUST LEADS. Our mission is to run this as a Business and as Business Owners we will target a minimum of the listed ten channels below to source our own work. Every new client is a potential repeat client, depending on our sales skills.

Channels	Used for	Details
Select a channel	<i>[Example: Selling our Services.]</i>	<i>[Example: Type of Service or special offers.]</i>
Select a channel		
Select a channel		
Select a channel		
Select a channel		
Select a channel		
Select a channel		
Select a channel		
Select a channel		
Select a channel		
Select a channel		

Digital technology

[Learn about [selling online](#) and [digital options](#) to improve your business efficiency and profitability.]

Technology we plan to use for our business. Remember you now need to learn to become a salesman selling Pest Control Services.

[Examples: online sales, accounting software, customer database]

Information management

[How do you collect, store and use customer and stock information? Do you back up this information? How do you do this and how often? Make sure you comply with [industry standards](#) and [legislation](#).]

How we collect, store and use customer and stock information.

[Examples: Jim's Jobs, accounting software i.e. Xero, Jim's Online]

Assets

Premises

[Describe your business premise/ Home office, the location, facilities and whether you own or lease the location.]

[Example: We own a shopfront in the Sydney CBD. The location has significant foot traffic and visibility.] This is only for Franchisees planning in setting up a shopfront.

Pesticides and inventory

[What Products do you have? Describe how you store and manage the required products for the Pest Control services you plan to control. Discuss with your Franchisor, you will learn more about this on the Jim's LMS platform if you are a new starter.]

[Example: Biflex Ultra 10Litre – 2 per month]

Equipment

Equipment	Date bought or leased	Cost (\$)
<i>[Examples: computers, machinery, vehicles]</i>	Select date	
	Select date	
	Select date	
	Select date	

Intellectual property

[List any intellectual property that you have received with the Franchise and need to protect.]

[Example: Jim's Pest Control logo and Branding as documented in the Divisional Manual.]

Key people

Our staff

[List your existing staff and any staff required for your business. Include yourself and list any major achievements and relevant business experience.]

Role	Name	Skills and experience
	If role is filled.	
<i>[Examples: owner, manager, casual employee]</i>		

Sources of advice and support

[Sources of advice and support for your business could include a business mentor, your accountant, a valued supplier or even an industry association.]

External people or organisations that provide support to our business.

Support type	Name	Skills and experience
<i>[Example: Accountant or Franchisor.]</i>		

Skill and staff retention strategies

How we keep our staff working for us and maintain their skills.

[Example: The manager regularly checks in with staff, all staff attend monthly team meetings, we offer free courses to maintain staff skills and involve staff in our professional development planning process.]

The market

The problem

[What issues do your potential customers face in the market? Is there a lack of your service type in a particular suburb? Is the service supplied by other businesses expensive or inadequate quality?]

The market problem/s that we aim to solve for customers.

[Example: There is an overwhelming choice of coffee blends in the market. It is hard for customers to know what they are buying.]

Our solution

How our business solves the problem – our unique selling point. This is how we will succeed in the market.

[Example: Trusted brand with a call centre checking on client satisfaction.]

Our target market

[Not everyone will want your service, so make sure you [research the market](#) and have a clear picture of who you're targeting. This helps focus your marketing efforts and improve your chances of success. Describe your targeted customers for example by gender, age, income, location, or education.]

The group of customers that we aim to sell our products or services to.

[Example: Homeowners request our services are over 30years of age with a medium to high disposable income.]

Advertising and promotion

[Choose channels that suit your ongoing target market this is to touch base with your existing client base you build up over time.]

The channels we will use to communicate with our target and existing customers.

Channel	Used for	Details
Select a channel	[Example: Promotion prior to launch.]	[Example: We will use regular Facebook posts to promote the product and offer discounts to our first 20 customers.]
Select a channel		
Select a channel		
Select a channel		
Select a channel		
Select a channel		

The competition

The top 5 businesses we're competing against in our Territory, what they do well and not so well. What we will do differently to succeed in the market.

Competitor name	[Example: Rentokil.]		
Strengths	[Example: Low product prices.]		
Weaknesses	[Example: Low quality service with low paid employees]		
What we'll do differently	[Example: We only sell high quality services by owner operator Franchise owners.]		

Pricing strategy

[Explain your [pricing strategy](#) and why you chose it.]

How we set prices for our services.

[Example: Our services are costed based on an hourly rate of \$xxx/hour.]

SWOT analysis

Our business strengths, weaknesses, opportunities, and threats.

Strengths

What is good about our business.

[Example: Most popular household Services Brand in Australia.]

Weaknesses

What is not so good about our business.

[Example: The business performance relies on the Franchise owner.]

Opportunities

External factors we could take advantage of.

[Example: Pests invading homes.]

Threats

External factors that could cause problems for us.

[Example: A new or existing competitor could target the same market.]

How we will address each weakness and threat

[Example: We will list our ten marketing strategies and keep tracking them monthly against our performance.]

Risk management

Risk assessment

Risks that could impact our business and what we will do to protect it.

Risk/impact description	Likelihood	What we will do to reduce this risk
<i>[Example: Increased living expenses and homeowners spend less.]</i>	Select level	<i>[Example: Offer loyalty programs and exclusive offers.]</i>
	Select level	
	Select level	
	Select level	
	Select level	

Insurance

[If you are not sure what you need, consult with your Franchisor.]

The insurance we have or need.

Insurance type	Details
Select type	
Select type	
Select type	
Select type	
Select type	

Succession plan

[What will you do if you decide to step down from your business? Do you have a plan in place in case something happens to you? Who would you want to take over your business?]

[Example: If the current owner decides to step down, the position will be offered to other business partners. The current owner will be paid out for their share and step down to an advisory role.]

Laws we'll need to comply with

[Examples: fair trading/consumer laws, employment laws, state licences]

Goals and actions

Goals for next year

	[Enter a goal]	[Enter a goal]	[Enter a goal]
Actions to achieve goal	<ul style="list-style-type: none">• [Action]• [Action]• [Action]	<ul style="list-style-type: none">• [Action]• [Action]• [Action]	<ul style="list-style-type: none">• [Action]• [Action]• [Action]
Due date	Select date	Select date	Select date
Who's responsible			

Goals for the next 3 years

	[Enter a goal]	[Enter a goal]	[Enter a goal]
Actions to achieve goal	<ul style="list-style-type: none">• [Action]• [Action]• [Action]	<ul style="list-style-type: none">• [Action]• [Action]• [Action]	<ul style="list-style-type: none">• [Action]• [Action]• [Action]
Due date	Select date	Select date	Select date
Who's responsible			

The finances

[You may find the [Australian Taxation Office's small business benchmarks](#) useful to compare your performance when completing this section.]

Finance needed.

[Delete this section if you are not seeking finance.]

How much money we need and what it is for.

[Example: We are seeking a loan of \$30,000 to purchase and install an automated coffee packaging machine.]

Sources of funding

[Describe sources and amounts of funding that your business has received. Include your own investment in your business.]

[Example: We have received a \$X loan from Business Bank. There is also \$X of self-investment.]

Current finances

[Summarise your business performance over the last financial year in terms of cash flow, profit/loss and balance.]

How our business performed financially over the last financial year.

[Example: Over the last financial year we have had a positive cash flow of \$X, our net profit was \$X and our assets are worth \$X.]

Balance forecast

[You can use our [balance sheet template](#), your own accounting tools or ask your accountant for help]

A summary of our forecast balance for the next 3 years.

	[Year 1]	[Year 2]	[Year 3]
Total assets	\$	\$	\$
Total liabilities	\$	\$	\$
Net assets	\$	\$	\$

Profit and loss forecast

[You can use our [profit and loss template](#), your own accounting tools or ask your accountant for help.]

Our forecast profit/loss for the next 3 years.

	[Year 1]	[Year 2]	[Year 3]
Gross profit/net sales	\$	\$	\$
Total expenses	\$	\$	\$
Net profit/loss	\$	\$	\$

Cash flow forecast

[You can use our [cash flow statement template](#), your own accounting tools or ask your accountant for help.]

Our forecast cash flow for the next year.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Monthly cash balance	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Closing balance	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$

Supporting document checklist

Attached documents (where relevant):

- Balance sheet forecast (including assumptions)
- Balance sheet for last financial year
- Cash flow statement forecast (including any assumptions)
- Cash flow statement for last financial year
- Market research
- Profit and loss forecast sheets (including any assumptions)
- Profit and loss for last financial year
- Staff resume/s