



Business Plan

Business Name:

It's not easy setting up a business, however, we are here to help!

At the Ayers Group, we've set up businesses before (and made mistakes) we've learned, and we are happy to assist wherever we can to help you set off on the right foot. Feel free to reach out to one of our friendly staff who will be more than happy to sit down with you to discuss.

The best thing to do is get your thoughts and ideas down on paper and build on it. It can be daunting taking the next step but start small, you can do it! From creating a name, building a website, accounting packages, Finding new customers, invoicing, payroll - there is a lot to think about.

Contact one of our team on 02 9923 9900.

The Ayers Group "Making your working life simple".

Date prepared:

Name:

Business Name:

Business address:

ABN:

ACN:



BUSINESS SUMMARY

Your business summary should provide an overview of your business and its operations. It should explain what you do, how you do it, and why these funds can help make your business more successful.

The Business

ACN: Registered Australian company number, if applicable.

Business location: Main business location

Date established: Date you started trading.

Business owner(s): List all of the business owners.

Relevant owner experience: Outline your experience and/or years in the industry and any major achievements/awards.

The Opportunity: Provide an explanation of the problem you are trying to solve. Are you disrupting an existing business, fulfilling a gap in the market or plan on developing a new product/service?

Products/services: What products/services are you selling? What is the anticipated demand for your products/services?

Business Model: How do you intend to make money and what are the likely profits.

Funding: Are you using cash, seeking investors or requiring bank funding.

The Market

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

Marketing strategy: How do you plan to enter the market? How do you intend to attract customers? How and why will this work?

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?

Values: List the important values for your business and why they are important to you.

The Finances

Profit: Outline how much profit you intend on making in a particular timeframe. Be clear on how much upfront investment you will need, the ongoing investment and the potential long-term investment required to maintain this solution. You should also outline what portion you will be seeking from other sources and how much of your own money you are contributing towards the business.

Cash Flow: cash flow is the bedrock for every business. It will ultimately determine if the venture is successful or not. Complete a detailed cash flow forecast to identify all likely revenue and expenses the business will incur. It is important to understand the timing of revenue and expenses. For example, your invoices may not be paid for several months. This can create considerable strain on your business' cash flow and you should know exactly how the business will overcome these periods. Does your funding plan accommodate shortfalls?

Break-even: identify the revenue required to cover your expenses. This breakeven point will make it clear to all involved what is needed to ensure a sustainable business.

Remember to base your forecasts on a 'base case' assumptions and to aim much higher. This will help eliminate surprises and give you the highest probability of building a successful business!



BUSINESS VALUE

How do these funds directly benefit your business? Here you should also show exactly how these upgrades will deliver results that will grow your business potential.

Potential risk if not undertaken

What are the potential risks or losses for your business if it does not receive funding?

Impact

What do you hope to achieve by allocating this funding to your business? Include any relevant KPIs that you think are realistic - and that can be shown to be a direct result of the digitisation of your business.



MANAGEMENT & OWNERSHIP

Names of owner(s): List all of the business owners.

Details of management & ownership: As the owner(s), will you be running the business or will a Chief Executive Officer (CEO) be running the business on your behalf? What will be your involvement? If it is a partnership briefly outline % share, role in the business, the strengths of each partner and whether you have a partnership agreement/contract in place?

Current employees

List current employees in the table below.

Job Title (e.g Marketing Assistant)	Name	Expected employee turnover (Years)	Skills, strengths, qualifications

Resourcing

List your required employees in the table below.

Job Title (e.g Marketing Assistant)	Name	Expected employee turnover (Years)	Skills, strengths, qualifications

Recruitment options

How do you intend on obtaining your required employees? Advertising in the local paper, online advertising, and/or training current team members?

Training programs

Are there any training programs you will be organising in the event you cannot find the required skills? Are these in-house or external providers? What training will you as the business owner/manager undertake to keep your skills current?

Skill retention strategies

What procedural documentation will you provide to ensure the skills of employees are maintained? Do you have an appropriate allocation of responsibilities? How are responsibilities documented and communicated to employees? What internal processes will you implement to regularly check that the current skills of team members are still appropriate for the business?



THE MARKET

Provide statistical research you have completed to help you analyse your market.

Did you use a survey/ questionnaire? Copy and paste relevant anecdotes to the back of this plan.]

Industry analysis

Is your industry experiencing population growth? Are there seasonal variations? What is the size of the market? What recent trends have emerged? What growth potential is available and where does your business fit in?] Include competitors.

Competitors:

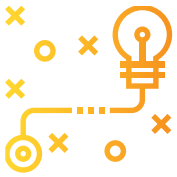
Who are your competitors? How do they price their service/product and how does your offer differ?

Your customers

Identify your key customers. How do you plan to target your products/ services to them?

How will you maintain a positive relationship with your customers?

What techniques and platforms will you use to reach them and keep them coming back?
Do you follow any codes of customer service practice?]



S.W.O.T ANALYSIS

List 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 Strong Relationships]	[e.g Unknown Brand]

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

Exit Strategy: If you are seeking investors for your business they will want to see a return on their investment. Make it clear when and how much money they are likely to receive. If you intend to retain the business, please ignore this section.



THE FUTURE

What is your business' vision statement? This section should briefly outline your future plan for the business and include your business goals.

What is your business' mission statement? For example, how will you achieve your vision?

What are your short term and long term goals? What activities will you undertake to meet them?

Timeline

Your timeline should explain how long it will take to implement your plan, and how long you expect it will take to see the results. When do you forecast to break-even?

Milestone <i>What are the business milestones that you need to complete starting from today?</i>	Date of expected completion	Person responsible

Limitations & future proofing

Does the outlined solution have any limitations or constraints to be considered? Is this solution viable long term, or will it require maintenance or updates? List and justify your growth assumptions - are they reasonable?

Supporting documentation

Attached is supporting documentation in relation to the business plan.

These may include resumes, referral letters, survey/ questionnaires, inventory lists and/ or financial documentation.

A list of attached documents is below:

Recruitment Back Office Solutions

Focus on growing your business not running your back office

Let us help you manage your business every step of the way. When it comes to managing your workforce, our simple customised back office solutions allow you to concentrate on growing your business whilst we take care of your employment burden, handle your invoicing to your client and take away the administrative headaches that come with managing a contingent workforce.



Outsource your employment risk

Reduce your costs and administration



You maintain your client relationships

You can focus on growing your business



White label solution

It's all about your brand not ours



Integrates with your accounting package

Error reduction & better cash flow



Extensive reporting

Allowing you to focus on tracking your business

SUITED TO BUSINESSES WHO:

- Don't want to manage the minefield of employment risk
- Are time poor and want to concentrate on growing their business
- Would prefer not to get bogged down with all the administration in running contractors
- Want to remain compliant with the forever changing legislative requirements of running a business

THE AYERS DIFFERENCE:

- Flexible contracts
- Dedicated Account Manager
- Quick and Easy facility set up
- Reduces your risk
- Improves your cash flow
- Reduces your costs
- Allows you to concentrate on your core business
- We cover all the relevant insurances (up to \$20 million)

REST EASY, PROCESS MEANS RELIABILITY



1. Client On-Boarding

You negotiate terms with your client and contractor and we take care of the on boarding



2. Time Sheet

Contractor begins their assignment and completes the on-line time sheet



3. Approval

Line manager approves their time-sheet on-line



4. Invoice & Bill

Invoice raised and sent to your client on your business's behalf. A bill is created in your accounting package for easier reconciling



5. Payment

Contractor is paid at specified frequency (weekly, fortnightly or monthly)



6. Reports

Full reporting suite:

- Payroll tax
- On cost reports
- Margin reports

LIKE SOME HELP?

Call one of our friendly team on
02 9923 9900