

Business Planner





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BUSINESS OVERVIEW

Introductory Information

Structure	Sole Trader/Partnership/Compnay
Date Established	
Date Registered	
ABN	
ACN (if applicable)	

Contact Details

Name
Phone Number
Address
Email
Website

Business Summary

What does your business do?

Business Goals

6 month goals

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12 month goals

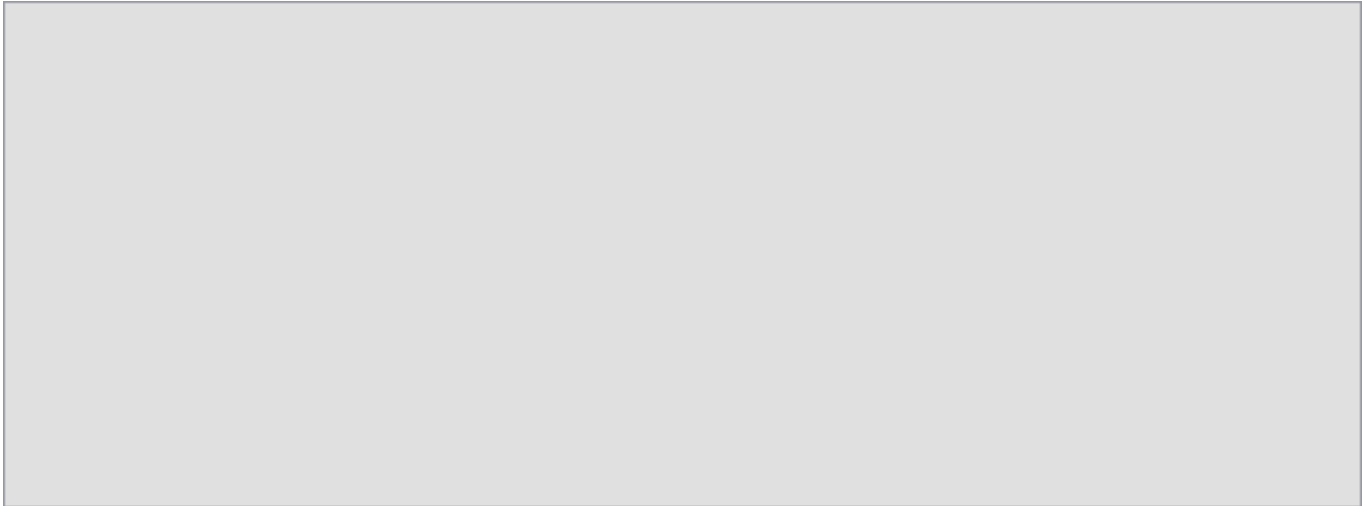
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3 years goals

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Business Structure

Organisational Structure



Key Personnel

Name	Title	Key Responsibilities

Your Competitors

Who are your competitors?

What is their competitive edge?

What are their strengths?

What are their opportunities?

Your S.W.O.T Analysis

What are the strengths of your business?

What are the weaknesses of your business?

What are the weaknesses of your business?

What are the threats to your business?