



Glass Elevator Consulting
Presents:
**A Simple Template for a
Formal Business Plan**

Welcome to Glass Elevator Consultanting's simple template for a formal business plan! This template serves as a starting point for creating your own personalised business plan tailored to your specific needs. Feel free to skip ahead to other sections and come back to certain parts, such as the executive summary. Although it may be easier to complete other sections first, we have set this out in the order that the formal document will remain in.

Utilise the provided worksheets to assist you in crafting your business plan.

Keep in mind that the business plan is not set in stone. It is a dynamic document that will require revisiting and adjustments as you progress in your business.

I wish you the best of luck on your entrepreneurial journey.

Meredith



- Briefly describe your business idea, mission, and goals.
- Highlight the unique selling points of your product or service.
- Provide an overview of your target market and competition.
- Mention the key members of your team and their expertise

- Provide detailed information about your company, including its name, location, and legal structure.
- Describe your industry and how your business fits into it.
- Explain the problem your product or service solves and the value it provides to customers.
- Discuss your competitive advantage and any intellectual property you may have.

Product or Service

- Describe your product or service in detail, including its features and benefits.
- Explain how your offering is different from existing solutions in the market.
- Discuss your product development or manufacturing process (if applicable).
- Mention any future product expansion plans or potential add-ons.

Organisation and Management

- Provide an organisational structure chart and explain the roles and responsibilities of key team members.
- Highlight the skills and experience of your management team.
- Discuss any strategic partnerships or external advisors you have.
- Outline your human resources plan, including hiring, training, and retention strategies.

- Define your pricing strategy and explain how it aligns with market demand and profitability.
- Outline your distribution channels and any partnerships or agreements in place.
- Describe your marketing and advertising activities, including digital and traditional methods.
- Discuss your customer retention and loyalty strategies.

Financial Projections

- Provide a detailed financial forecast for the next 3-5 years.
- Include projected revenue, expenses, and profitability.
- Explain your assumptions and methodology used in creating these projections.
- Discuss your funding requirements and potential sources of financing.

SUPPORTING DOCUMENTS

- Include any supporting documents such as resumes, licences, permits, market research data, or legal agreements.
- Add any additional information that may be relevant to your business plan.
- Add application forms and approvals for local governments, DA approvals, Risk Assessment Certificates etc



Remember, this template is a starting point, and you can customise it to fit your specific business needs. Good luck with your business plan!

We at Glass Elevator Consulting are thrilled to be a part of your journey towards success. We understand that every business is unique, and we are here to provide you with the personalised guidance and support you need. Whether you have questions, need assistance with strategy development, or require any other help, our team of experts is ready to assist you. Don't hesitate to reach out to us today and let us be your partner in achieving your business goals. Together, we can elevate your business to new heights!



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