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Merri-bek Vacant Shop Grant Program.

$10k Gant Business Plan



# $10k Grant Applicant’s Business Plan

## 1.0 The business

|  |  |
| --- | --- |
| 1.1 Business name (registered or proposed name). |  |
| 1.2 Australian business number (ABN) |  |

## 2.0 Your plan

|  |  |
| --- | --- |
| 2.1 What date do you plan to commence trading from the shop? |  |
| 2.2 What products and/or services do you sell? |  |
| 2.3 Your pricing strategy(Example: xx sold at cost of production & distribution plus a 50% mark-up |  |
| 2.4 What are your planned days and hours of operation?(You must be open to the public at least 4 days a week and 5 hours a day)? |  |
| 2.5 Describe your target market and how you will attract them to the shop. |  |
| 2.6 Outline your business goals for the duration of the lease. |  |
| 2.7 Outline in dot points the research and planning you have done to operate the business at this shop |  |
| 2.8 The history of this business(How long has the business been operating and where from (eg, online, Farmer's Market, pop-up markets)? |  |

## 3.0 Staff

|  |  |
| --- | --- |
| Example: casual employee | Example: 2 |
|  |  |
|  |  |

### 3.1 List the staff roles that you will need to operate the business at the shop.

## 4.0 Promotional plan

## Provide a plan indicating how you will promote your business including how you aim to attract customers and the public to the shop. You can provide a basic plan of all promotional activities including social media and the scheduled activity dates

|  |  |  |
| --- | --- | --- |
| Describe activity and promotion platform or method | Planned date | Notes |
| Eg A frame outside shop | All days of operation | Will be professionally developed |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

## 5.0 Systems and technology

List the digital systems (including product name) you will use to operate your business.

| [Examples: accounting software (Xero), POS terminal (Square)] |
| --- |

## 6.0 Business risk assessment

Identify the risks that could impact your business and what you will do to protect it.

| Rimpact description | Likelihood | What we’ll do to reduce this risk |
| --- | --- | --- |
| [Example: Pandemic causes closure of our retail outlet.] | Select level | [Example: Strengthen online sales/e-commerce.] |
| [Example: Computer theft results in loss of financial records.] | Select level | [Example: Use cloud storage for business records.] |
|  | Select level |  |
|  | Select level |  |
|  | Select level |  |

## 7.0 Forecast expenses and profit

Outline how you will fund the operation for the duration of the lease.

|  |
| --- |

Provide a projected profit and loss for the first year of operation in the shop.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Quarter 1  *(Add dates)* | Quarter 2  *(Add dates)* | Quarter 3  *(Add dates)* | Quarter 4  *(Add dates)* |
| **Forecast Expenses** | **$** | **$** | **$** | **$** |
| **Forecast Profit** | **$** | **$** | **$** | **$** |
| **Expected sources of revenue** | *[Examples: shopfront coffee sales, online sales, wholesale distribution]* | | | | |
| **Expected expenses** | *[Examples: production costs, travel, rent, advertising]* | | | | |

## 8.0 Financial Statements

Attach the following to your online Vacant Shop Grants Application:

* This completed Business Plan
* Profit and loss statements for 2021-2022 and current Year to Date; and
* Balance sheet (if available).