

**Enterprise Business Stage 1: Business Strategic Plan Template**

Issued 8 November 2023

This Business Plan template is to be used as a guide in preparation for your Enterprise Business application, Stage 1.

This Business Plan template will be included in the Enterprise Business Stage 1 application form, available on 8 November 2023 via the Screen Australia [application portal](https://screenaustraliafunding.smartygrants.com.au/). Applicants will be required to submit information into the application form that outlines their company’s Business Plan.

Please review this Business Plan template prior to applying to Stage 1 of the Enterprise Business Program in order to prepare for your application.

When applying you will be asked to fill in the following Business Plan elements:

**1.0 Overview** (400 word**s** max.)

## 1.1 Executive Summary

Synopsis of business plan. Usually written last after the whole plan has been created. Summarises key points for the reader.

# 2.0 Business Description (600 words max.)

## 2.1 Business History

Outline of the business’s operations to date – how it started, what it has achieved, key milestones in the journey so far.

## 2.2 Principals’ Experience

Bios of business principals detailing their experience and achievements.

## 2.3 Vision

What is the meaning and purpose of the business? Why do you do what you do? What do you want to achieve in the long term?

# 3.0 Market Analysis and Strategies (600 words max.)

## 3.1 Industry Business Environment

Analysis of the broader industry – not focusing on the specifics of the business but describing trends in the operating environment that need to be taken into consideration when thinking about the strategic direction you are heading. May use a PEST / PESTLE analysis as a framework to help inform this (Political, Economic, Sociocultural, Technological, [Legal, and Environmental]).

## 3.2 Immediate Business Environment

Analysis of the business itself and how it engages with the marketplace. Competitive analysis and SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis may be useful frameworks to help inform this.

# 4.0 Core Business Proposition (1,000 words max.)

## 4.1 USPs

What is your Unique Sales Proposition? What differentiates your business from other businesses?

## 4.2 Primary Activities

### 4.2.1 Product / Service Overview

What do you do?

### 4.2.2 Typical Activities

What does your business need to do to deliver your product or service?

### 4.2.3 Measurement Metrics

What are the metrics associated with your products and services? For example – what is a target margin range for a project? If you are delivering a service, what are the input costs and margins to deliver the service?

### 4.2.4 Revenue

What are the typical revenues associated with your products or services? This may be a range if you have a number of associated products and services, but provide an indication on the size and scale of your activities.

### 4.2.5 Targets

What are your output targets? How many of what product and/or service do you anticipate you will sell in a given period?

**[NOTE: Please duplicate Section 4 for any other significant business activities that need to be described separately]**

# 5.0 Slate (500 words max.)

## 5.1 Current Work

What projects are you currently involved in? What are their budgets and expected returns to your business? When do you expect to deliver these projects?

## 5.2 Development Slate

What projects are currently on your development slate? What is the common thread between your projects? How does this relate to your market analysis?

## 5.3 Collaborators

Are there any key individuals or organisations that you regularly collaborate with that should be identified?

# 6.0 Marketing and Sales Activities (500 words max.)

## 6.1 Target Audience

Who do you need to market and sell to – as a business and/or for your projects?

## 6.2 Marketing Channels

What marketing channels do you use to reach your audiences for projects, or industry players for your business?

## 6.3 Sales Strategy

What activities do you undertake to sell and commercialise your products and services?

# 7.0 Resources & Support (500 words max.)

## 7.1 Key Staff

Bios of key staff.

## 7.2 Facilities and Equipment

Details of any tangible assets or equipment critical to business operations or which make business more efficient or commercially viable.

## 7.3 Key Strategic Relationships

Details of any key strategic relationships that enable the business to deliver or commercialise its goods and services.

# 8.0 Financial Data (200 words max.)

Any explanatory notes to the financial data supplied in the Finance Template.