

**Enterprise Business Stage One: Business Plan Template**

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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 9 February, 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 in order to prepare for your application.

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

**1.0 Overview**

## 1.1 Executive Summary (400 word max.)

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 word 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 word max.)

## 3.1 Industry Business Environment

Analysis of the broader industry – not focussing 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, Socio-cultural, 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 word 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 making a product, what are the input costs and margins to produce the product?

### 4.2.4 Revenue

What are the typical revenues associated with your product 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 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 word 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 you 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 individual or organisations that you regularly collaborate with that should be identified?

# 6.0 Marketing and Sales Activities (500 word 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 to 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 word 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 word max.)

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