

ASVP Group Pty Ltd

Client Business Plan Outline

1) Executive Summary

- a) High level overview/summary of the business, outline of what the company produces or the services it provides, the estimated market size, names and size of the competitors, (if it is a start-up, a summary of how the need or opportunity was identified, how big is the market for the needed product or service, and why this product or service solves that need).
- b) Who the people are behind the deal, summary of their experience, qualifications and relevance to the business plan proposal
- c) High level financial summary, sales, forecasts, EBIT forecasts for 3-5 years, major assumptions in the financial table summarized
- d) An outline of what the deal is. What is the investor being asked to do and what do they get in return for their investment. This must be very clear. They have to know what is in it for them, you must be able to answer the question "*What do I get for investing in this business?*", just to get them to read the rest of it. This must also cover amount sought, timeframe, purpose to which investment funds will be applied, and exit strategy.

NB: All of the above must be in the executive summary as professional investors will not bother to read the rest of the document if they aren't excited by the opportunity, if they don't understand what the deal is or what they are being asked to consider. The ES should be no longer than 3 pages.

2) Business Overview – What is the business about?

- a) Vision for the business
- b) Company Background – where the business came from
- c) Business Description – what is the business doing?
- d) Product/Service Offering
(Range, inc. accessories/packages/additional service offerings)
– what it is, how it works, how it is (or will be) packaged and sold.

3) Business Strategy

- a) Strategy Map
- b) Industry Analysis
- c) Market Entry Analysis
- d) Route to Market
- e) Strategic Alliances or Partnerships
- f) Exit Opportunity

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4) Marketing Plan

- a) Environmental Analysis – SWOT, PEST
- b) Competitive Analysis – Porter Five Forces Analysis
- c) Target Market Segments and sizes
- d) Consumer Research
- e) Channel Strategy including distribution, logistics, supply chain plan
- f) Pricing (across range/packages/channels)
- g) Value Proposition
- h) Promotional and Marketing Plan

5) Operational Strategy

- a) Critical Success Factors
- b) Major Risks and Mitigation Strategies
- c) Implementation Timetables and Major Milestones

6) People

- a) Current Management Team
- b) Key Hires, Recruitment, and Retention Strategy
- c) Outsourced Service Providers

7) Financials

- a) Revenue Model
- b) 3 Year Revenue and P/L Forecasts inc B/E analysis, DCF, IRR and ROI for investors
- c) 12 Months Detailed Operating Budgets
- d) Key Assumptions and Sensitivities (ref. risks per 5)b) above)
- e) Capital Raising Requirements and Strategy - including Investor Exit

For more information, speak to a consultant:

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