

YOUR
BUSINESS PLAN

www.princes-trust.org.nz/he-kakano

<p>Business Name/Logo/Brand if you have one –</p>	<p>Please select what your business does and describe your business in one sentence - a) Product / b) Service / c) Something else</p>
<p>The Problem – What do your customer’s want/need that they can’t get elsewhere?</p>	
<p>Your Solution – How will your business fulfil this want/need?</p>	
<p>Target Market – Describe your target customer/user, is it a business or a person?</p>	
<p>Competitors – Who else has or wants those customers? What are your competitors strengths and weaknesses?</p>	
<p>Marketing – How will you market your business/share it with the world?</p>	
<p>Sales – Where will sales happen - online/stall/shop? List your channels to your customers?</p>	
<p>Unique Value Proposition – Single, clear, compelling message that turns an unaware visitor into an interested prospect.</p>	
<p>Team – Who will help you do this? Mentors/Consultants/PTANZ.</p>	
<p>Milestone – What are 5 things that need to happen before you can launch? If you have already launched, what are 5 things that need to happen before you can grow.</p>	
<p>Key Metrics – List the key metrics that will tell you how your business is doing - are these financial metrics or social/environmental?</p>	
<p>Impact – Describe the impact your business will have on a systemic level - economic, environmental, social.</p>	
<p>Budget – Draw up an initial estimate of your Income and Costs, including items you need funding for, using the Budget template attached on the following page.</p>	