

START UP BUSINESS PLAN GUIDE

Prepared by Frontier Migration Services.
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SAMPLE

Disclaimer: this guide is intended for informational purposes only. The information contained in this guide does not in any way create a lawyer-client relationship and does not constitute legal advice.

Please consult the relevant profession for advice appropriate to your situation before proceeding with anything.

Use of this guide does not guarantee success or positive visa grant. Use at your own discretion.

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First edition

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How to use this guide

This guide is intended to instruct you on best practices to developing a business plan and to get your business ready to apply for Standard Business Sponsorship.

This guide is part of the self-sponsorship package that will walk you through the elements of a business plan and what has been successful and accepted formats by the Department of Immigration and Border Protection (DIBP).

Role of the migration agent

Nothing can really substitute the migration agent's experience and skill in representing visa cases but this guide imparts knowledge, tips and hints to help you give it a try.

It should be noted that a migration agent does not simply fill in forms.

We provide legal advice and assess your current situation to ensure that you are able to present the best case forward to the DIBP.

With our expertise we craft submissions that tie together every piece of evidence and present it to the case officer as a complete package.

Migration agents are regulated by the Office of Migration Agents Registration and Authority and adhere to a strict Code of Conduct.

You should always seek immigration advice from registered migration agents and/or immigration legal professionals.

If you would like your business plan reviewed by a registered migration agent and qualified Australian lawyer, please [contact us](#) today.

....And a final warning

The words written in this guide are simply there to demonstrate to you the intent of the section and what needs to be achieved. It is not to be copied word

for word because the words will not guarantee you success. They are merely demonstration of what the message should convey.

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Introduction

A business plan is essential for starting a business. It is also essential to demonstrate to the Department of Immigration and Border Protection that you will and that you can actively operate a business. Thus business plans are essential for your business and visa success.

This guide will prepare you to write compliant business plans in order to get the visa you want or need. However there is no substitute for real business world expertise and experience/know-how.

This guide will walk you through the critical elements of a business plan and will guide you on how to write successfully for each element. If you follow the structure and format of the guide with the relevant headings, you will be able to write your own business plan that will be sufficient to demonstrate that you have the business acumen to start and run a business in accordance with a Standard Business Sponsorship approval.

Before you begin

Do your research!

Starting a business and running a business are no easy tasks. You will require substantial research into your area of business and you need to be aware of the skills and competencies that you possess or do not possess.

A business requires making decisions and before you begin, at the very least you should have considered such things as business structure, marketing strategies and finances.

Business summary

This is a one page summary of your business information that contains all the essential details and numbers about your business.

The purpose of this page is to provide a quick snapshot overview of your business plan and provides important information all in one place.

Information that you should include:

Business name:

This is the business name that is registered in your state/territory or relevant jurisdiction. If you are registered in more than one jurisdiction, list all business names.

If you have not registered a business name then you should state your proposed business name.

If you have not registered a business name then you should go [here](#) to do so as this is a very essential step in proving that you will be actively operating a business.

Business structure:

Different business structures have different advantages and disadvantages. You should consult a licensed professional such as an accountant or a lawyer to determine which structure is the right one for you.

Simply list what kind of a structure it will eg Partnership, Family Trust, Unit Trust, Company limited by shares etc

ABN:

In order to begin actively trading as a business you should have acquired an Australian Business Number. If you have not done so, then you should go [here](#) to get one.

ACN:

List the Australian Company number if this applies. Depending on the structure that you have chosen, you would also have acquired an ACN. If this does not apply, delete this section.

Business location:

Main business location is the location at which the business will operate out of. You could also list the headquarters. It is best to list all addresses that the business will operate out of.

Date established:

This is the date that you started trading and this is important to determine the 12 month rule as imposed by the DIBP. If you are a business that is actively trading for less than 12 months, different rules apply.

Therefore it is important to note down the date that the business started trading.

Trading means when you first had a contract of sale or provided products and services.

Business owner(s):

List the full names of the business owners and the positions that they hold within the business.

Relevant owner experience:

You should outline your experience and/or years in the industry and any major achievements/awards to demonstrate that you have the necessary experience to start and operate a business.

Products/services:

Briefly describe the products and/or services that you will be selling and the demand that you anticipate for them.

For instances you could be selling a virtual reality head set and you anticipate that in the first 1 year there will be 10,000 sales of the head set.

There will be a section later on to describe the specifications and further details of the products and/or services.

Vision

This is a brief statement that outlines your future plans for the business. You should be able to clearly state what the overall goals of the business are.

Mission

Often businesses have mission statements which are different from the vision of the business. Mission statements are generally what people see as the driving force behind the business.

This is the motivation to get you to your vision.

Goals/Objectives

Goals and objectives is a straight forward category and you should include your short term, medium term and long term goals.

Also briefly state what you will do or what business activities will be required to achieve the goals.

You may wish to use a table. The following is an example:

	Goal	Activities
Short term	<i>Eg. Make 10 sales a month</i>	<i>Eg. Cold calling</i>
Medium Term	<i>Eg. Sustain 10 sales per month</i>	<i>Eg. Relationship building</i>
Long term	<i>Eg. Annual turnover of \$1 million</i>	<i>Eg. Sign on suppliers</i>

The market

If you have done your research then you already have an idea of your market.

Target market:

Your target market is the people or customers that you are selling to.

It is useful to include a target market profile and the motivations for why they would buy your product/service. An example is provided in italics.

The target market for ABC Electronics is:

Age: 18-34

Gender: Male

Income level: up to \$100,000

Why they would buy my product: Early adopters and the cool factor

Identifying your target market will also help you formulate strategies in order to reach the target market.

Marketing strategy:

This outlines how you plan to enter this market and how you plan to attract the customers.

You should write down how and why this will be successful in attracting your customers.

It will be useful to use plain word titles such as:

How do I plan to enter the market?

How do I plan to attract customers?

How will this work?

Why will this work?

The finances

If there's only one thing that you need to include in your business plan, this is it. As we talked about previously, you will need to make some important decisions about your business, and often these are driven by finances.

Before embarking on starting your business you should have had an idea of what kind of profits that you will be intending to make.

You would also have had to consider the up-front investment necessary for the business. Here is the place to record that information.

You will need to write about how much profit and in what time frame.

So for starters, you will have to write about:

Income or revenue streams

Where the money will come from. Is it from selling your services or selling your products? Where are you selling these and how will you get it?

For example:

Online sales: 50 per month @ \$10.00 each

Bricks and mortar store sales: 200 per month @ \$10.00 each

Total sales: 250 per month @ \$10.00 each

Monthly Income: \$2,500

Expenses

Once again you will have to document your expenses and provide a timeframe. These include:

- Employee wages
- Rent
- Bills
- Recurring costs
- Accounting fees
- Legal fees

Capital costs

These are the upfront costs that is required to start the business. This could include:

- Money to buy stock
- Initial rent
- Business name registration
- Websites

Loans and investors

If you require loans or external investors then you should detail where you will find this, who they are, how they will fund your business and the terms and details of the loans.

Nominated position

This is the section where you must demonstrate the genuine need for the position within your business.

You will firstly have to identify reasons and causes for this position to arise such as increased contracts or consistently understaffed.

Then you will proceed to explain the position details and what the business requires of this position.

Position

This is the position within the business that you have a need for.

For visa purposes, this should also be an occupation that is on the Consolidated Skilled Occupation List and you should list the corresponding ANZSCO code.

You can find the ANZSCO codes and their description either at the [DIPB site](#) or the [Australian Bureau of Statistics](#).

For example:

Web administrator [ANZSCO 3131](#)

Designs, builds and maintains web sites, and provides web technology solutions and services.

Tasks Include:

- *determining software and hardware requirements to provide solutions to problems*
- *responding to inquiries about software and hardware problems*
- *adapting existing programs to meet users' requirements*
- *installing and downloading appropriate software*
- *ensuring efficient use of applications and equipment*
- *implementing computer networks*
- *designing and maintaining web sites*
- *repairing and replacing peripheral equipment such as terminals, printers and modems*
- *may work in a call centre*

Skill level

The skills, attributes and experience that the person must have in order to fill the position.

For example:

Skills and experience:

- *Bachelor in computing science*
- *3-5 years of experience in an IT firm or similar*
- *Must speak and write English fluently*

Nominee

If you already have someone in mind for this position then you should write down their details and how they meet the criteria that you have previously written about.

Market salary rate

If there is an applicable Award then please reference the Award.

If you have used any other salary or market surveys, then you will have to reference these as well as provide them to support your claims of the market salary rate.

Sources for market salary data include but are not limited to: