

# BUSINESS PLAN

## Purpose

This document is designed to outline the organisations overall business plan. Included are the following details:

- Business details
- Target audience
- Business goals
- Organisational chart
- CBSA Board
- Products and services
- Finances
- Advertising and sales
- Operations

## Document Control

|                                 |  |
|---------------------------------|--|
| <b>Document No. &amp; Name:</b> | BUS001 – Business Plan                       |
| <b>Quality Area:</b>            | CEO  |
| <b>Author:</b>                  | Complete Business Solutions Australia (CBSA) |
| <b>Status:</b>                  | Approved                                     |
| <b>Approved By:</b>             | Gavin Stead                                  |
| <b>Approval Date:</b>           | 01/07/2022                                   |
| <b>Review Date:</b>             | 30/06/2023                                   |

## Business details

**Business name:** Complete Business Solutions Australia Pty Ltd

**Trading name:** Complete Business Solutions Australia (CBSA)

**Business structure:** Company

**ABN:** 80 999 444 333

**GST:** Yes. Registered to pay GST

**Business location:** 300 Fictional Way, Sydney, NSW 2000

**Domain names:** [www.cbsa.com.au](http://www.cbsa.com.au)

**Date established:** 10/05/1998

**Business owner(s):** Gavin Stead

**Products/services:** B2B Consultancy services

## Our target audience

**Target market:** Small, medium, and enterprise size organisations.

**Marketing strategy:** Broad strategies of electronic, event based, and traditional advertising.

**Tag line:** 'Your business expert'.

## Business goals

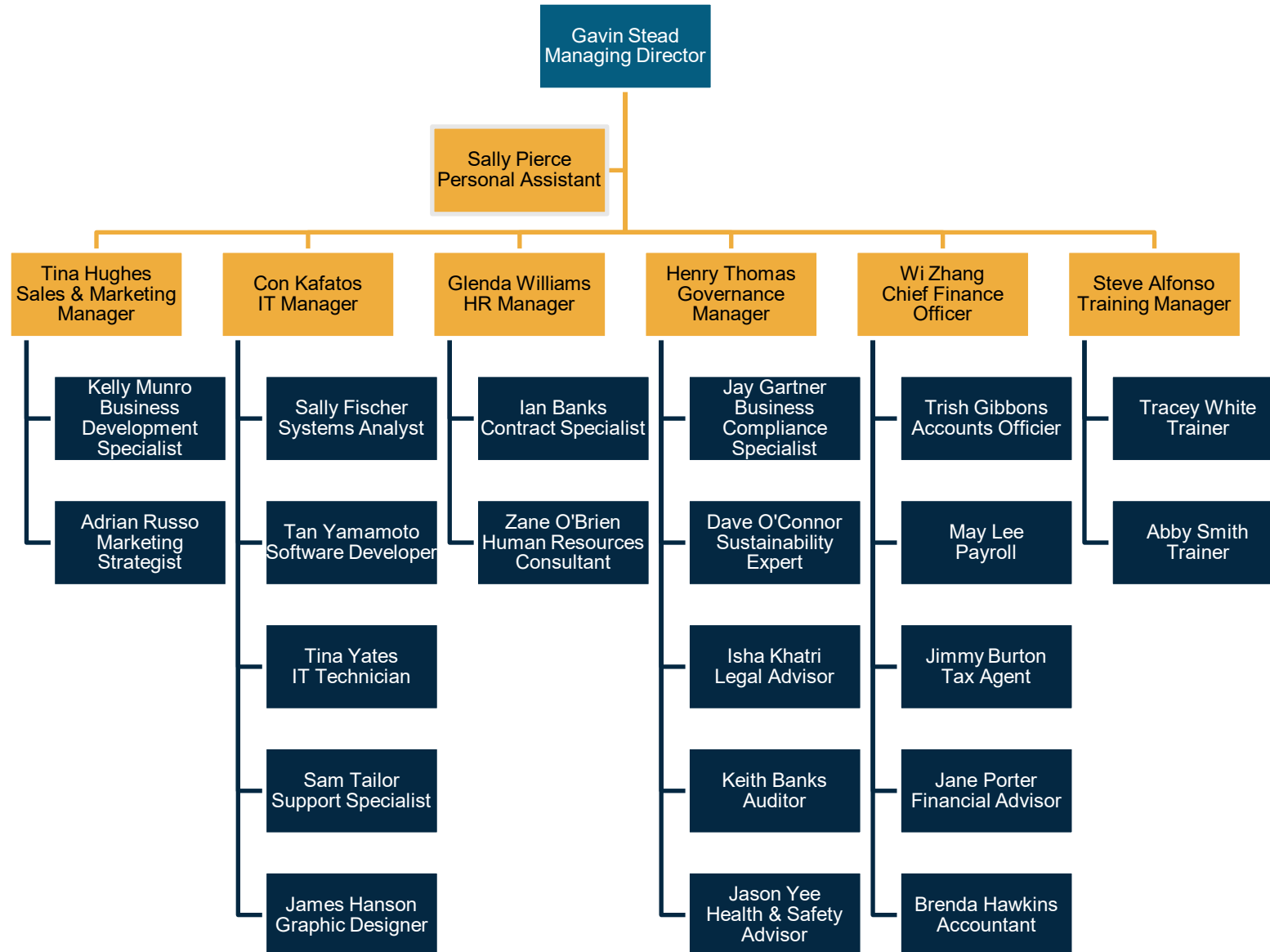
**Vision:** To become Australia's largest provider of business support and advocate of business needs

**Mission:** Helping businesses by becoming an extension of their business by providing end to end support services across a wide range of areas. We form an intimate knowledge of our client's business and therefore become their partner in business.

### Business goals:

- To become Australia's largest business consultancy firm.
- To support business owners and their immediate and future needs.
- To deliver a first-class customer experience to ensure high levels of customer satisfaction.
- To remain up-to-date with the latest business compliance requirements.

# Organisational chart



## CBSA Board

To help meet the strategic direction of the organisation as opposed to the operational activities, three senior staff form the CBSA Board as follows:

- Managing Director – Gavin Stead
- Chief Financial Officer – Wi Zhang
- Governance Manager – Henry Thomas.

The CBSA board objectives are to:

- set the strategic direction of the organisation
- uphold the organisations values
- ensure attainment of the organisations business objectives
- ensure the financial stability and viability of the organisation
- ensure compliance with legal and ethical obligations.

While CBSA staff are grouped and arranged around functional operational activities, individual staff members are commonly placed into project teams for specific purposes to meet the many needs of CBSA clients. This can lead to situations where lines of authority and responsibility of staff members can become blurred. Do the project responsibilities take precedence or do day-to-day operational responsibilities take precedence?

To avoid potential conflicts, project governance forms a vital part of ensuring the clear roles and responsibilities, levels of authority, and issue escalation and resolution processes are clearly defined for each project. By implementing a clear plan, it is hoped that conflict will be minimalised between functional managers needs and those of project managers.

## Products and Services

Due to the wide range of services offered, and the needs of these services for each client, prices are determined for each client after the initial consultation meeting.

A profit ratio of 15-20% is the minimum amount necessary for each of the client services offered after expenses have been covered.

An example of the typical rates for major services in the following table:

| Service                         | Description   | Price [per hour approx.] |
|---------------------------------|---|--------------------------|
| Financial services              | Budgeting   | \$100                    |
|                                 | Payroll   | \$85-\$125               |
|                                 | Accountancy   | \$140-\$180              |
|                                 | Bookkeeping   | \$85-\$125               |
|                                 | Financial planning  | \$100                    |
| Information Technology services | Systems analyst and integration   | \$200                    |
|                                 | Website/software development  | \$120-\$150              |
|                                 | Networking and security   | \$120-\$150              |
|                                 | IT Support  | \$65-\$85                |
| Business services               | Human resources (staff management, recruitment, contracts, position descriptions, etc.) | \$85-\$125               |
|                                 | Auditing  | \$150-\$200              |
|                                 | Branding and styling  | \$85-\$125               |
|                                 | Legal advice  | \$250-\$500              |
|                                 | Business compliance and administration  | \$85-\$125               |
| Training services               | Range of training programs tailored to the client's needs.                              | \$85-\$150               |

## Finance

### Projected profit and loss for upcoming financial year 20XX

#### Income

|                     |                       |
|---------------------|-----------------------|
| IT Services         | \$600,000.00          |
| Financial Services  | \$1,200,000.00        |
| Business Services   | \$1,200,000.00        |
| HR Services         | \$500,000.00          |
| Training Services   | \$85,000.00           |
| <b>Total income</b> | <b>\$3,585,000.00</b> |

#### Costs of Goods Sold

|                                  |                    |
|----------------------------------|--------------------|
| Purchases                        | \$20,000.00        |
| <b>Total Costs of Goods Sold</b> | <b>\$20,000.00</b> |

#### Expenses

|                       |                       |
|-----------------------|-----------------------|
| Office Lease          | \$100,000.00          |
| Travel Expenses       | \$85,000.00           |
| Insurance             | \$14,000.00           |
| Wages and Salaries    | \$2,600,000.00        |
| Running Expenses      | \$8,000.00            |
| Utilities             | \$8,000.00            |
| <b>Total Expenses</b> | <b>\$2,851,000.00</b> |

#### Net Position

|                     |                     |
|---------------------|---------------------|
| Income              | \$3,585,000.00      |
| Cost of Goods Sold  | \$20,000.00         |
| Gross profit        | \$3,565,000.00      |
| Expenses            | \$2,851,000.00      |
| Other income        | \$0.00              |
| Other expenses      | \$0.00              |
| <b>Net Position</b> | <b>\$750,000.00</b> |

### Projected Profit Margin Ratio

The profit margin ratio formula is calculated by dividing net income by net sales:

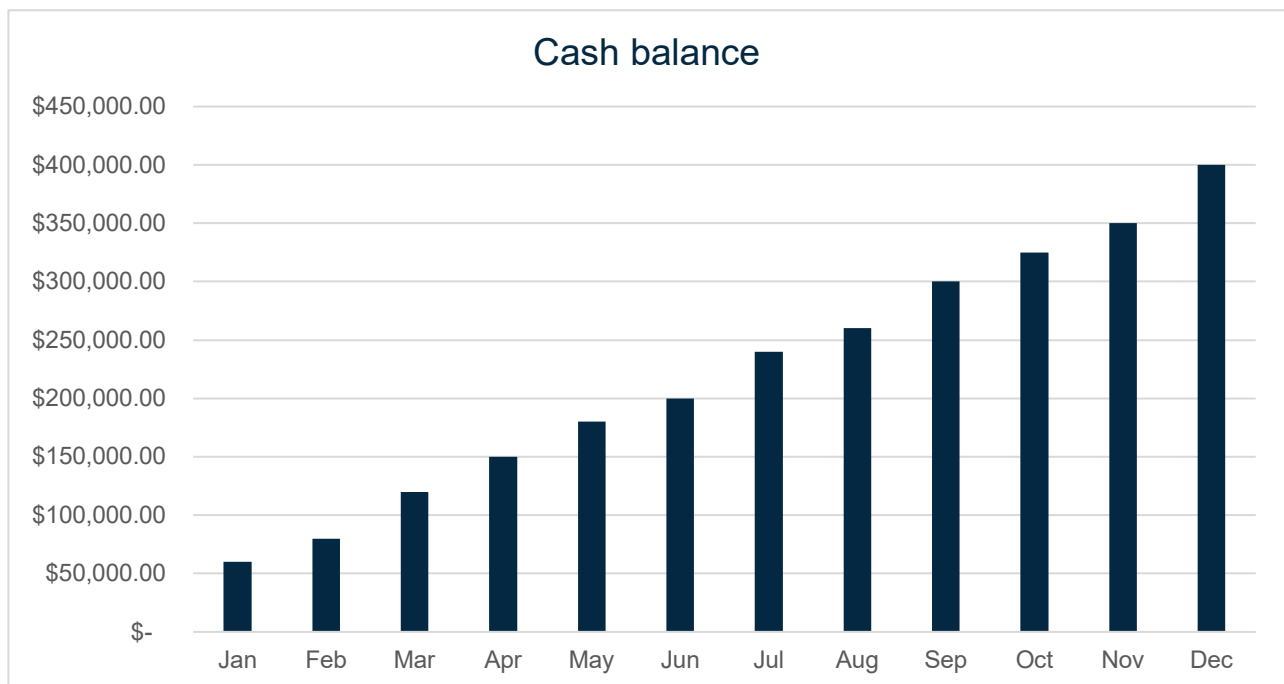
Net income: \$750,000.00 ÷

Net sales: \$3,585,000.00

Profit margin ratio: **20.92%**

## Projected cash flow

The projected cash flow shows CBSA will generate sufficient cash flow to support operations:



## Advertising & sales

### Advertising & promotional strategy

The following provides details of upcoming marketing strategies:

| Type                  | Expected business improvement             | Cost        | Target date |
|-----------------------|---|-------------|-------------|
| Website banner ads    | Generate leads to the website             | \$2,500.00  | Annual      |
| Newspaper             | Targeted to increase sales by 5%          | \$6,200.00  | Annual      |
| Radio                 | Targeted to increase sales by 10%         | \$18,900.00 | 31/06/20XX  |
| Television            | Targeted to increase sales by 20%         | \$50,575.00 | 31/10/20XX  |
| Website               | Targeted to allow easy access to services | \$9,275.00  | Annual      |
| Email newsletter      | Targeted to retain customer loyalty       | \$1,100.00  | Annual      |
| Facebook              | Targeted to raise organisation profile    | \$600.00    | Annual      |
| Twitter               | Targeted to raise organisation profile    | \$280.00    | Annual      |
| Instagram             | Targeted to raise organisation profile    | \$300.00    | Annual      |
| LinkedIn              | Targeted to raise organisation profile    | \$450.00    | Annual      |
| Sponsorship           | Targeted to raise organisation profile    | \$8,500.00  | 30/06/20XX  |
| Public events         | Targeted to raise organisation profile    | \$19,050.00 | 30/06/20XX  |
| Winter sales campaign | Targeted to increase sales by 15%         | \$12,000.00 | 31/08/20XX  |
| Summer sales campaign | Targeted to increase sales by 15%         | \$9,500.00  | 31/03/20XX  |



## Sales & Distribution Channels

| Channel type   | Percentage of sales |
|----------------|---------------------|
| Electronic     | 65%                 |
| Direct contact | 25%                 |
| Shopfront      | 10%                 |

## Operations

### Trading hours

The business is operational during the following hours:

- Monday – Friday: 9 a.m. – 5:30 p.m.
- Public holidays: Closed.
- Exceptions can be made depending on the client requirements. Different hours can be negotiated depending on circumstance.

### Plant and equipment

CBSA utilises the following plant and equipment for its operations:

| Equipment                      | Purchase date | Purchase price | Running costs     |
|--------------------------------|---------------|----------------|-------------------|
| 29 x Personal Computer/laptops | 07/03/20XX    | \$2,000 each   | \$2,500 per month |
| 2 x Network servers            | 15/02/20XX    | \$4,000 each   | \$300 per month   |
| Network router                 | 15/02/20XX    | \$300          | \$10 per month    |
| 2 x Network switches           | 15/02/20XX    | \$250 each     | \$20 per month    |
| Fridge                         | 01/02/20XX    | \$1,800        | \$20 per month    |
| Microwave                      | 01/02/20XX    | \$400          | \$15 per month    |
| Television                     | 01/02/20XX    | \$1,500        | \$20 per month    |

### Technology [Software]

CBSA utilises the following software for its operations:

| Software                     | Cost                    | License Count | Expiry  |
|------------------------------|-------------------------|---------------|---------|
| Windows 10 Professional      | \$199                   | 28            | None    |
| Windows Server 2016 Standard | \$849                   | 2             | None    |
| Office 365 Enterprise E3     | \$30 per month/per user | 28            | Monthly |

|                                 |                         |   |         |
|---------------------------------|-------------------------|---|---------|
| Salesforce                      | \$75 per month/per user | 8 | Monthly |
| MYOB AccountRight               | \$55 per month/per user | 7 | Monthly |
| Visual Studio 2017 Professional | \$539 per year          | 3 | Annual  |
| NetBeans IDE 8.0.2              | \$0                     | 4 | None    |
| Brackets 1.13                   | \$0                     | 4 | None    |
| WordPress 4.9.8                 | \$0                     | 4 | None    |

### Communication channels

CBSA customers get in contact using the following channels:

- telephone
- mail
- email
- physical location (storefront)
- website
- social media.

### Payment types accepted

Payment types that CBSA accepts include:

- cash
- credit
- Electronic Funds Transfer (EFT)
- cheque
- PayPal
- Stripe.