Trinity Accounting Practice

Helping Australian businesses since 2003

Business Plan Template

A practical, step-by-step framework prepared by Trinity Accounting Practice for our valued clients.

Prepared for

{Enter text}

Date

{Enter text}

Welcome from the Principal

Thank you for choosing Trinity Accounting Practice. Whether you are buying an existing business, launching a new venture, or refreshing the direction of an established one, a well-considered business plan is the single most useful document you can prepare.

This template has been put together by our team to walk you through every section a lender, investor, or your own management team will expect to see. Fill in the fields that apply to your business, delete what does not, and use the Trinity tips throughout for guidance written by our advisers — not jargon.

When you have a working draft, send it to us. We will sit down with you, stress-test the numbers, refine the strategy, and help you get this plan into a form that will stand up to scrutiny.

Ramy Hanna
Principal, Trinity Accounting Practice
FIPA · FTIA · FNTAA · Registered Tax Agent · Certified Xero Advisor

Business profile

Contact details

Business name	*{Enter text}*
Trading as	*{Enter text}*
ABN / ACN	*{Enter text}*
Registered address	*{Enter text}*
Postal address	*{Enter text}*
Phone	*{Enter text}*
Email	*{Enter text}*
Primary contact	*{Enter text}*

Online and social media

Website	*{Enter text}*
LinkedIn	*{Enter text}*
Facebook	*{Enter text}*
Instagram	*{Enter text}*
Other	*{Enter text}*

Contents

Right-click and choose 'Update Field' in Word to refresh page numbers.

1. Executive summary

> **Trinity tip**
>
> Think of this section as your elevator pitch — in plain English, what you do and why someone should back you.
>
> Write it last. With the rest of the plan in front of you, this becomes a summary, not a guess.
>
> Keep it to a few short paragraphs. If your reader is a lender or investor, they are short on time.

Current position

Outline where your business sits today — startup, growth, mature, or under review. Mention turnover, headcount, key wins and any pressure points.

{Enter text}

Growth plan

Set out how you intend to grow capability (what you can offer) and capacity (how much you can deliver). Be confident but specific.

{Enter text}

2. Business background

> **Trinity tip**
>
> Give the reader context. Where the business came from, what makes it different, and where it is headed.
>
> If you are pre-launch, talk about how the idea came about and the relevant background and skills you bring.

History

{Enter text}

Goals

List your short-term goals (next 12 months) and longer-term goals (up to 5 years), with target dates.

{Enter text}

Products or services

{Enter text}

Intellectual property

Note any trademarks, patents, design rights or copyright you hold or rely on. Mention licences that affect your trading rights.

{Enter text}

Locations and outlets

{Enter text}

3. Business strategy

> **Trinity tip**
>
> Strategy is the bridge between where you are now and where you want to be. Be concrete — vague strategy reads as wishful thinking.
>
> Where technology meaningfully changes how you serve customers, call it out. Your accountant will be looking for this.

Tactics

List the practical steps you will take, and the resources required for each.

{Enter text}

Strategic impact

{Enter text}

E-commerce and technology

{Enter text}

Core values

{Enter text}

Credibility and risk reduction

How will you make it easy for customers to trust you? Examples: warranties, guarantees, testimonials, accreditations, secure payment.

{Enter text}

4. My team

> **Trinity tip**
> Investors back people first, ideas second. Be clear about who does what and why each person belongs on the team.
> Mentors, advisers and board members count — list them too.

Management structure

{Enter text}

Current team

Name	Role	Key strengths / qualifications	Tenure
{Enter text}			

Retention and recruitment policies

{Enter text}

Mentors and business support

Trinity Accounting Practice acts as adviser to many of our clients across tax, compliance, and Virtual CFO services. List us and any other professional support — lawyer, banker, mentor, industry body.

{Enter text}

5. SWOT and critical success factors

> **Trinity tip**
>
> Strengths and weaknesses are internal — what you control. Opportunities and threats are external — what the market and environment present.
>
> Be honest about weaknesses. A plan that pretends there are none undermines the whole document.

SWOT summary

Strengths *{Enter text}*	**Weaknesses** *{Enter text}*
Opportunities *{Enter text}*	**Threats** *{Enter text}*

Chosen strategy

Use the four SWOT strategies to choose a direction: S–O (use strengths to capture opportunities), W–O (fix weaknesses to capture opportunities), S–T (use strengths to neutralise threats), W–T (minimise weaknesses and avoid threats).

{Enter text}

Critical success factors

{Enter text}

6. Market research

Trinity tip

Research is what separates a plan from a wish list. Show your reader exactly what you have learned and how it shaped your decisions.

Primary research is what you have gone out and found. Secondary research is what is already published — ABS, industry reports, competitor websites.

Primary market research

{Enter text}

Secondary market research

{Enter text}

7. Market analysis

> **Trinity tip**
> This is where you prove the market is real, big enough, and reachable.
> Use stats from the Australian Bureau of Statistics (abs.gov.au) and industry bodies. Cite your sources.

Market opportunity

{Enter text}

Market structure

{Enter text}

Market size and outlook

{Enter text}

Future markets

Local

Market structure

{Enter text}

Size and outlook

{Enter text}

National

Market structure

{Enter text}

Size and outlook

{Enter text}

International

Market structure

{Enter text}

Size and outlook

{Enter text}

Target market

Target market description

{Enter text}

Factors influencing purchasing habits

{Enter text}

How your business will meet the market's requirements

{Enter text}

8. Competitor analysis

Trinity tip

Be specific. Name the competitors. Be honest about what they do well.
Visit their store, try their service, read their reviews. Your reader can tell when you have done the homework.

Main competitor

{Enter text}

Strategy

{Enter text}

Second key competitor

{Enter text}

Strategy

{Enter text}

9. Financial plan

Trinity tip

Be honest. Sugar-coated numbers will catch up with you and damage your credibility with the bank.

Trinity can prepare your start-up costs, profit and loss forecast, cash flow forecast and break-even analysis as part of our Virtual CFO service — just ask.

Start-up costs

Item	One-off cost	Recurring cost	Notes
{Enter text}			

Funding

Source	Amount	Terms / conditions
{Enter text}		

Break-even date

Enter the date you expect the business to cover its ongoing costs from trading.

{Enter text}

Profit and loss forecast

Insert a summary of your forecast P&L for the next 12 months. Attach the detailed monthly forecast as an appendix.

{Enter text}

Cash flow forecast

Summarise your cash flow forecast for the next three to five years and attach the detailed monthly forecast for year one.

{Enter text}

10. Marketing strategy

Trinity tip

The 4 Ps are still a useful frame: Product, Price, Place, Promotion.

Separate launch marketing from ongoing marketing — they need different budgets and different tactics.

Track every dollar of marketing spend the same way you track any other cost. That is how you find out what works.

Launch budget

Activity	Channel	Cost	Expected outcome
{Enter text}			

Marketing budget

Activity	Channel	Monthly cost	Expected outcome
{Enter text}			

11. Business ownership structure

Trinity tip

Choosing the right structure (sole trader, partnership, company, trust) has tax, asset protection and succession implications. We are happy to walk you through the trade-offs.

If you have directors and shareholders, set out who owns what, plus any loan agreements.

Directors

Name	Position	Director ID	Date appointed
{Enter text}			

Other shareholders

Name	Shareholding %	Class of share	Notes
{Enter text}			

12. Compliance

Trinity tip

Compliance is rarely the most exciting page in a plan, but skipping it is a common (and expensive) cause of risk.

Trinity manages tax registrations, ASIC lodgements, BAS, IAS, FBT and STP for clients across all three structures below. Keep only the section that matches your business.

Legal and regulatory considerations

Show that you understand the obligations that apply to your structure, and that you have actioned them. Delete the structures that do not apply.

Sole trader

I have carried out the following:

- ☐ Applied for an Australian Business Number (ABN) — if applicable.
- ☐ Registered my business name — if applicable.
- ☐ Registered for GST — if applicable.
- ☐ Registered for PAYG withholding — if applicable.
- ☐ Registered my domain name — if doing business online.
- ☐ Trademarked my business name and brand.
- ☐ Applied for the required licences and permits.

Partnership

I have carried out the following:

- ☐ Applied for an Australian Business Number (ABN).
- ☐ Registered my business name.
- ☐ Applied for a Tax File Number (TFN) for the partnership.
- ☐ Registered for GST.
- ☐ Registered for PAYG withholding — if applicable.
- ☐ Registered my domain name — if doing business online.
- ☐ Trademarked my business name and brand.
- ☐ Applied for the required licences and permits.
- ☐ Documented the partnership agreement.

Company

I have carried out the following:

- ☐ Applied for an Australian Company Number (ACN).
- ☐ Applied for an Australian Business Number (ABN).
- ☐ Registered the company name.
- ☐ Applied for a Tax File Number (TFN).
- ☐ Registered for GST.

- ☐ Registered for PAYG withholding.
- ☐ Registered my domain name — if doing business online.
- ☐ Applied for any patents or trademarks.
- ☐ Applied for the required licences and permits.
- ☐ Obtained Director IDs for all directors.

Insurance

List the cover you have in place. Common policies include public liability, product liability, professional indemnity, business interruption, motor vehicle, cyber, and workers compensation.

Policy type	Insurer	Sum insured	Renewal date
{Enter text}			

13. Assets

> **Trinity tip**
> Lenders will want to know what you own outright, what is financed, and what you lease. Update the asset register annually — it makes tax depreciation a much shorter conversation.

Business premises

{Enter text}

IT

Requirements

{Enter text}

Solutions

{Enter text}

Equipment

Requirements

{Enter text}

Solutions

{Enter text}

Need a hand? — Trinity guidance

The notes that follow expand on each section of the plan. They are written by our team and reflect what we look for when we review a client's draft. If anything is unclear, call us — a quick conversation usually saves an hour of guesswork.

Executive summary

Less is more

From sole traders to established companies, every business owner needs to be able to explain what they do clearly and quickly. Treat the executive summary as your elevator pitch — the version you would give a banker, an investor, or a prospective customer at a function.

Our tips:

- Write it last. With the rest of the plan in front of you it becomes a summary, not a forecast.
- Keep it short — a few paragraphs is usually enough.
- Skip the jargon. Even an expert reader appreciates plain English.

Current position

Be specific about your stage in the business life cycle (introductory, growth, mature, or under review). Lenders and investors read this carefully — they will know if you are overstating it.

Growth plan

Spell out how you will increase capability (skills, products, services) and capacity (volume, throughput, locations). Confidence and detail go hand in hand here.

Business background

The highlights reel

Whether the business is established or still on paper, give the reader context. Show how the business or idea came to be, and what makes it credible.

History

If you are already trading, set out the major milestones — launches, wins, key hires, and the challenges you have worked through. If you are pre-launch, talk about your own background and the skills you bring.

Goals

List 12-month and up-to-5-year goals with target dates. Make them specific enough to measure.

Products or services

Ask a friend outside your industry to read this section. If they cannot explain it back to you, simplify the wording.

Intellectual property

Note any copyright, trademarks, patents or design rights you own or rely on. If you are unsure of your position, speak with an IP attorney.

Location and outlets

Explain why your location helps the business. Retailers benefit from foot traffic; service businesses might be near major clients. Back the case with research — abs.gov.au is a good place to start.

Business strategy

Kicking goals

Every owner has goals. The plans worth backing show clearly how those goals will be reached. Strategy is the bridge between today and the goals you set out earlier.

Tactics

Set out the practical steps you will take and the resources each one needs.

Strategic impact

What opportunities and risks could your strategy open up over the next one to five years? Cross-check this against your SWOT.

E-commerce and technology

Where technology genuinely changes how you serve customers — online ordering, e-invoicing, automation, integrated reporting via Xero — call it out. We can advise on the right stack.

Core values

Spell out the values that guide decision-making, and how they benefit customers and team.

Credibility and risk reduction

Explain how you reduce risk for your customers — guarantees, accreditations, secure payment, refund policy, testimonials.

My team

Stronger together

Investors back people first. Make it easy for them to see who runs the business, who supports them, and why each role matters.

Management structure

Outline the management structure and which decisions sit with each manager.

Current team

For each team member, list qualifications, experience, and the specific contribution they make to the business.

Retention and recruitment policies

Explain how you keep key staff and how you bring new people in. This gives readers confidence that the business does not depend entirely on you.

Mentors and business support

List the professional support around the business — your accountant (us), lawyer, banker, mentor, industry body. The more support you have, the less risky the business looks.

SWOT and critical success factors

How healthy is your business?

SWOT is a structured health check — strengths and weaknesses inside the business, opportunities and threats outside it. Use the table in the SWOT section to capture each.

SWOT summary

Once the four boxes are filled, pick a strategic direction:

- S–O: use strengths to seize opportunities.
- W–O: address weaknesses so you can capture opportunities.
- S–T: use strengths to neutralise threats.
- W–T: minimise weaknesses and steer clear of threats.

Write the chosen direction into the 'Chosen strategy' box, then list the critical factors that need to be true for it to succeed. Revisit this section quarterly — it doubles as a strategy review tool.

Market research

Knowledge is power

Set out what you have learned about the market and — just as importantly — how the research shaped the plan. Explain how you will keep researching as you grow.

Primary market research

This is research you go and gather yourself — surveys, interviews, pilot programs.

Secondary market research

This is research already published — ABS data, industry reports, regulator publications. Cite your sources.

Market analysis

Why the attraction?

Use this section to prove the market is real, big enough, and reachable.

Market opportunity

Describe the opportunity you have identified and how obvious it is to competitors.

Market structure

Where do you sit in the supply chain? Will you change the status quo — for example by going direct to consumer?

Market size and outlook

Show the size of the market in consumers or businesses, and the dollar value. Then explain which direction it is moving and why.

Future markets

List the markets you expect to grow into. Tie them back to your strategy.

Target market

Describe your ideal customer in detail — size, value, buying behaviour, decision-making process.

Competitor analysis

What (and who) you are up against

Identify the competitors who matter, what they are good at, and what you will do differently. Visit their store, try their product, read their reviews — then write your assessment.

Financial plan

All about the money

This section is what every lender, investor and Trinity adviser will read most carefully. The discipline of building it usually exposes weaknesses in the rest of the plan — which is exactly why it is worth doing properly.

Start-up costs

List every cost — one-off and recurring — in honest detail. Padding the numbers will only catch up with you at the bank.

Funding

Show every funding source: your own equity, family loans, bank finance, grants. Note any conditions attached.

Break-even date

Estimate when revenue will cover your fixed and variable costs. The shortcut:

- Separate costs into fixed and variable.
- Add up total fixed costs.
- Work out average variable cost per unit sold.
- Subtract variable cost per unit from sale price to get unit profit margin.
- Divide total fixed cost by unit profit margin — that is your break-even volume.
- Compare to your realistic production / sales capacity to find the break-even date.

For service businesses billing by the hour, divide fixed costs by your hourly rate to get the break-even hours, then divide by daily billable capacity.

Profit and loss forecast

Summarise the year-one P&L in this section and attach the detailed monthly version as an appendix. Three scenarios (pessimistic, realistic, optimistic) demonstrate objectivity.

Cash flow forecast

Cash flow rarely runs flat. Build a monthly forecast for the first year and a summary view for years two and three. Tax instalments, BAS, super and end-of-year bonuses all need to be in there.

Marketing strategy

The customer experience

From product design through to advertising, this section sets out how you will reach the customer. The classic 4 Ps still hold:

- Product — design features into the offer that match the target market.
- Price — pricing that reflects value and matches the audience.
- Place — the right channels and delivery method.
- Promotion — the right tactics to drive awareness and sales.

Split your marketing into two phases — launch (awareness, trial) and ongoing (retention, repeat purchase) — and budget each separately.

Launch budget

A launch budget is part of the start-up costs above. Include it here so the reader can see the marketing plan complete and on its own.

Marketing budget

After launch the focus shifts to staying top-of-mind. Build this into the recurring expenses of the P&L.

Business ownership structure

Who owns what?

Set out directors, shareholders and any beneficiaries. If the structure includes trusts, document the appointor and trustee. We are happy to talk through the implications — tax, asset protection, succession, lending.

Compliance

Keeping your business in line

Show that you know the obligations attached to your structure — ABN, GST, PAYG-W, super, FBT (where relevant), STP, ASIC, workers comp, payroll tax. Non-compliance is one of the most expensive risks a small business carries.

Insurance

List the cover you hold. Typical policies include:

- Public liability — covers third-party injury and property claims.
- Product liability — covers loss from a defective product.

- Professional indemnity — covers loss from professional advice or service.
- Business interruption — covers lost earnings if you cannot trade.
- Motor vehicle — compulsory CTP and optional comprehensive cover.
- Cyber — increasingly important for any business that holds customer data.
- Workers compensation — mandatory if you have employees.

Assets

What you own

Business premises

Describe the premises arrangement — owned, leased, sub-let, working from home. Note the lease term and any options to renew.

IT

Set out your IT needs and how they are met — hardware, key software (Xero, XPM, SuiteFiles, Karbon, Office 365 are common), data backup, cyber security.

Equipment

Describe major equipment, vehicles and machinery. Note whether each item is owned outright, financed, or leased.

Speak with Trinity

Trinity Accounting Practice has supported Australian businesses since 2003. Our team works with sole traders, growing companies, schools, and not-for-profits across tax, compliance, advisory, and Virtual CFO services.

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