

Business Review Plan



Business - general			
Name of your business			
ABN		Established date	
Address		No. of employees	
Business structure (ie partnership, company etc)			
What industry is your business in?			
List the products or services offered by your company			
How does your company differentiate itself from competitors?			
What are the challenges you face in the current market?			
Your marketing plan			
Have you completed your marketing plan? This step will help you complete a competitor and customer analysis, which are vital to the success and direction of your business plan.			
Staff			
What is your company structure? (where possible attach an organisation chart)			
What qualifications do your staff currently hold?			
List the qualifications your staff need			
What are the skill gaps in your organisation?			
What is your staff turnover figure?			
What are your staff requirements for the next 12 months?			
Do you have staff policies and procedures?			
Do you provide new staff with a handover period?			
Do you have an onboarding procedure for new staff?			
What professional development strategies are in place?			
What else are you doing to ensure knowledge and skills remain in the business?			
Suppliers			
Are you using suppliers for your business? If so, please fill in the below for each.			
Name of supplier		Product supplied	
Relationship strength [low, medium, high]		Risks	
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Relationship strength [low, medium, high]		Risks	

Financials

What is your current income?

Where are you deriving that income from?

What is your forecast income in the next financial year?

Will you be exploring new income streams in the future?
If so, what are they?

What is your annual wage forecast?

What is your annual rent/property cost forecast?

What are your annual utilities forecast?

What is your annual legal costs budget?

What are your annual insurance costs?

Are there any other annual costs?

What is your forecast income for the next five years?

Are you cash flow positive? If not, how will you get there?

What are the current financial trends in your industry?

Stock and resources

What are your current plant and equipment costs,
for example computers and phones?

What is your technology budget, for example, phone plans?

What stock do you currently hold?

Risk management

Consider the risks in your business, no matter the likelihood. This will help you monitor potential risks and their impact on your business. Risk could include anything from the loss of a key staff member, to machinery malfunction on a production line.

Risk description

Likelihood

Impact if risk occurs

Risk mitigation strategy

SWOT Analysis

Taking into consideration everything you have detailed above, take a helicopter view of your business, detailing your:

Strengths

Weaknesses

Opportunities

Threats

Goals

Now that you have taken stock of your business model you can set goals for the future. It's essential that these goals are SMART – specific measurable, achievable, realistic, time-bound – as this will help you to measure how well these have been achieved.

Goal description

How is this goal SMART?

You should now be able to write a one-page overview of your business, and gather enough insight to map the path of your business in the next 12 months. It's essential that you revisit this plan at least every six months to both monitor your progress, and to remind yourself of the practices you have set in place, and why they exist. It can be easy to get lost in the day-to-day running of the business, but it is essential to build a structure to help you succeed, and to review the plan regularly.