



## **Business Plan**

A Business Plan helps you get down what your business will be doing and where you are going. It should be a living document and updated on a regular basis.

A Business Plan usually includes:

- an overview of your business
- an overview of your market —customers, industry, and who will buy your product or service
- your marketing
- SWOT Analysis — Strengths and Weaknesses (internal), Opportunities and Threats (external)
- financials
- team — including skills you still need and any external people like a mentor
- operations information — IT, systems, legal/compliance

Business.govt.nz have a lot of good information on their website

[<https://www.business.govt.nz/#getting-started/business-planning-tools-and-tips/>], including templates [<https://www.business.govt.nz/getting-started/business-planning-tools-and-tips/how-to-write-a-business-plan/>] Remember that there are many different types of Business Plans, do one that is suitable for you and your business.

Business Trust Marlborough Incorporated

027-978-7637

[manager@businesstrustmarlborough.co.nz](mailto:manager@businesstrustmarlborough.co.nz)

Level 2, 3 Main Street, Blenheim

P O Box 903, Blenheim 7240