



STARTING A BUSINESS:

Planning ahead and
safety nets



"Long term, we want to be thinking 'how we can use this money to better look after our family'"

- Phil Usher, First Nations Foundation CEO

When it comes to business, having a plan can be the difference between success and failure. Here's what's involved in business planning and why it's important to have a safety net.

What's a business plan?

A business plan is a detailed document that lists what the business is trying to achieve and how it plans to get there. It usually includes information on marketing and advertising, spending plans and budgets and the activities that will be carried out to get the business to its goals.

Once a business plan is written, it can be revisited over time as the goals of the company change. For example, businesses often wish to expand or introduce new products and strategies, in which case they would update their business plan.

Why use a business plan?

- To lay out goals for the business.
- To try and lift the performance of a business by setting out potential strategies and improvement pathways.
- To give potential investors a clearer idea of what the business is doing.
- To get other staff members on the same page about what the business is trying to do.
- To attract a buyer for the business.





How long should a business plan be?

Some business plans are as short as one page, while others are dozens or even hundreds of pages. It depends on things like the size of the business, its funding, its number of staff and complexity.



What is a safety net?

Sometimes in life, things don't go to plan. Having a safety net is about preparing for unforeseen circumstances and having something to fall back on. It's usually a sum of money or measures like insurance that are designed to protect you and your family if something goes wrong.

For people with small businesses, an example of a safety net is another job or source of income outside of the business

More resources

- **Develop your business plan, available at** <https://business.gov.au/planning/business-plans/develop-your-business-plan>
- **Writing a business plan, available at** <https://www.business.qld.gov.au/running-business/planning/writing-plan>

