

# STARTUP CREATIVE



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## The Basics

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Business Name

Business location?

### BUSINESS STRUCTURE

Sole Trader

Partnership

Company

Business owner/s

ABN (Australian Business Number)

ACN (Australian Company Number)

What insurance will you need?

Who will provide your insurance?



## The Research

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Who are your competitors?

What do they charge?

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What is unique about them?

Why are they successful?

Has it been done before?

Yes  No

What is unique about how you will do it?

What are the strengths of your business?

What are the weakness of your business?

What are the opportunities for your business?

What are the threats for your business?

Are you providing a want or a need?

Want  Need

Is there a need or demand in the marketplace for what you want to offer?

Yes  No

## The Business

Business function: (what do you do?)

Unique point of difference (what makes yours so special?)

Target market: (who do you want to shop with you?)

Staffing (who is working in the business and what roles do they play?)

## The Brand

What colours will you use in your business?

What is the tone of voice of your business?

What feel do you want your business to have?

What will your logo look like?

What fonts do you want to use?

## The Marketing

Marketing strategy: (how are you going to attract customers?)

Where will you advertise?

What offers/deal will you offer?

How many customers do you need to break even?

How many customers do you need to profit?

How many customers do you need to grow and scale?

How much will you spend on advertising?

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How often will you advertise?

What will you give for free?

How will the customer experience your business?



## The Money

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How do you make money?

What is your cost price?

What is your wholesale price?

What is your retail price?

What is your profit margin?

What are your startup expenses?

Who will fund your expenses?

What are your ongoing expenses?

How much do you intend to make?

When do you intend to make it by?

What will you need to do to make this happen?

## The Functions

What is process for developing your product/service?

What are your trading hours?

How will you take payment?

What is your refund policy?

Do you have ambassadors?

Y  N

Do you have members?

Y  N

Where will you distribute to?

What is your shipping/delivery costs?

## The System

Who are your suppliers?

Who will manage your inventory?

Who will manage your customer database?

What technology will you need to manage your business?

## The Plan

What are your targets for the next:

6 months

5 years

12 months

What will you need in place for this to happen?

3 years





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5 years

What will you need in place for this to happen?