

# Business Plan

## NSW Nomination application

### Business Talent – Significant Business History (subclass 132) visa

Name:

Date:

Business Name:

[www.industry.nsw.gov.au](http://www.industry.nsw.gov.au)

[business.migration@industry.nsw.gov.au](mailto:business.migration@industry.nsw.gov.au)

## About this plan

### Overarching framework

To be eligible to be nominated by NSW for this visa, applicants must demonstrate the capacity to invest, create jobs and make a significant contribution to the NSW economy through establishing or participating in a qualifying business in NSW *and* maintaining an ongoing and continuous *ownership* role in that business.

Applicants must demonstrate that their business skills and proposed business activity in NSW will be of significant long-term benefit to the NSW economy.

The information submitted in this **Business Plan** should be comprehensive and supported by evidence. Your plan should demonstrate the following:

### Detailed description of your proposed business in NSW

This should include a detailed **business plan** that outlines:

- your overall business purpose, strategy
- an outline of how you will implement your strategy including your proposed business structure, financial structure, marketing strategies and forecasts.

### Research of the NSW Business environment

Applicants for NSW nomination for the Business Talent - Significant Business History visa need to demonstrate research of the NSW business environment and how you will be able to operate a successful business in this environment.

Your Business Plan should detail how your research has informed your proposed business activity including sound analysis of:

- the Australian market
- the regulatory environment in NSW, including local market conditions
- practical matters such as proposed customers, suppliers, competitors, and likely business location

### Actual vs. expected figures

Existing businesses can include actual figures in the Business Plan, but if your business is just starting out and you are using expected figures for turnover and finances you will need to provide details on how you arrived at these figures or estimates.

**[INSERT YOUR BUSINESS LOGO]**

[Your Name]

[Your Title]

[Business Name]

[Main Business Address]

**ABN:** [Registered Australian Business Number, if applicable]

**ACN:** [Registered Australian Company Number, if applicable]

**[Business Name]**

**Business plan**

**Prepared:** [Date prepared]

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## **Business Plan Summary**

*[The Business plan should focus on why your business is going to be successful. A guide in preparing a business plan is provided below.]*

### **1. The Business**

- A full description of the business activity
- A full description of the products and services to be provided
- Where will the business be located (*please identify postcode and suburb*)
- Description of the premises where the business will located (if known) and purchase/lease terms (if any)
- Is this a new business or are you purchasing an existing business? For an existing business, how much will you pay to purchase it?
- Who will own the business (identify shareholding percentages)
- How many staff will the business employ? What will be their roles? What will be their salaries? Are they new or existing jobs?

### **2. Market**

- Name customers, which products they will buy, at what volume, at what price, how many sales will be export sales
- Name suppliers, what products/inputs they will supply, at what volume, at what price
- Name your three closest competitors, what product they supply, at what price

### **3. Finances**

- Provide a simple profit and loss statement for three years (on one page). Explain details (how you have derived projected sales, cost of sales, prices assumed and volumes assumed, rental/lease costs, salary costs)
- Identify working capital and how it will be financed
- Provide a simple capital expenditure plan identifying start up costs and future capital expenditure and how it will be financed (on one page)

### **4. Research**

Applicants for State Nomination need to demonstrate research of the NSW Business environment and how you will be able to operate a successful business in this environment. Your Business Plan should detail how this research has informed your proposed business activity including sound analysis of:

- the Australian market
  - the regulatory environment in NSW, including local market conditions (e.g. information on what licenses are required to operate the business)
  - practical matters such as proposed customers, suppliers, competitors, and likely business location

You should provide evidence to support your research. Appropriate evidence may include:

- copies of correspondence and records of meetings with potential customers
- copies of agreements with customers
- If purchasing an existing business, copies of: financial statements of business to be purchased, advertisements 'business for sale', agreements with prospective business sellers

## **5. Supporting documentation**

- List below the supporting documentation that you have provided in relation to your business plan

1.

2.

3.

Etc...