



Merri-bek
City Council

Merri-bek Vacant Shop Grant Program.

\$10k Grant Business Plan



\$10k Grant Applicant's Business Plan

1.0 The business

**1.1 Business name
(registered or
proposed name).**

**1.2 Australian
business number
(ABN)**

2.0 Your plan

**2.1 What date do
you plan to
commence trading
from the shop?**

**2.2 What products
and/or services do
you sell?**

**2.3 Your pricing
strategy

(Example: xx sold
at cost of
production &
distribution plus a
50% mark-up**

**2.4 What are your
planned days and
hours of
operation?**

**(You must be open
to the public at
least 4 days a
week and 5 hours a
day)?**

2.5 Describe your target market and how you will attract them to the shop.

2.6 Outline your business goals for the duration of the lease.

2.7 Outline in dot points the research and planning you have done to operate the business at this shop

2.8 The history of this business

(How long has the business been operating and where from (eg, online, Farmer's Market, pop-up markets)?

3.0 Staff

3.1 List the staff roles that you will need to operate the business at the shop.

Example: casual employee	Example: 2

4.0 Promotional plan

Provide a plan indicating how you will promote your business including how you aim to attract customers and the public to the shop. You can provide a basic plan of all promotional activities including social media and the scheduled activity dates

Describe activity and promotion platform or method	Planned date	Notes
Eg A frame outside shop	All days of operation	Will be professionally developed

5.0 Systems and technology

List the digital systems (including product name) you will use to operate your business.

[Examples: accounting software (Xero), POS terminal (Square)]

6.0 Business risk assessment

Identify the risks that could impact your business and what you will do to protect it.

[Example: Pandemic causes closure of our retail outlet.]	Select level	[Example: Strengthen online sales/e-commerce.]
[Example: Computer theft results in loss of financial records.]	Select level	[Example: Use cloud storage for business records.]
	Select level	
	Select level	
	Select level	

7.0 Forecast expenses and profit

Outline how you will fund the operation for the duration of the lease.

Provide a projected profit and loss for the first year of operation in the shop.

	Quarter 1 <i>(Add dates)</i>	Quarter 2 <i>(Add dates)</i>	Quarter 3 <i>(Add dates)</i>	Quarter 4 <i>(Add dates)</i>
Forecast Expenses	\$	\$	\$	\$
Forecast Profit	\$	\$	\$	\$
Expected sources of revenue	<i>[Examples: storefront coffee sales, online sales, wholesale distribution]</i>			
Expected expenses	<i>[Examples: production costs, travel, rent, advertising]</i>			

8.0 Financial Statements

Attach the following to your online Vacant Shop Grants Application:

- This completed Business Plan

- Profit and loss statements for 2021-2022 and current Year to Date; and
- Balance sheet (if available).