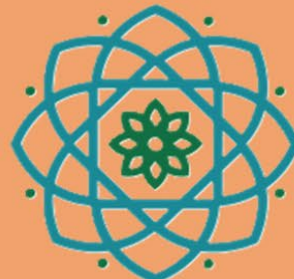


BUSINESS BREAKTHROUGH: PLANNING FOR SUCCESS

WORKBOOK 2025

Written by
Amanda Warrington

Presented by
Willoughby City Council



INTRODUCTION

Thank you to Nikki Zeng and Willoughby City Council for their commitment to investing in the success of local businesses through the Business Success Hub. Their year-round program of workshops and learning opportunities aims to help businesses develop, thrive and grow.

This workbook is designed for you to create a practical and achievable business plan. Across four weeks, you'll work through exercises to help you define your goals, understand your customers, manage your time effectively, get a grip on your finances and create a clear roadmap for success.

By the end of the program, you'll have a working business plan tailored to your business — something you can use to focus your efforts, apply for funding, or guide your daily decision-making.

I'm really looking forward to seeing you discover more about yourself and your business. In this program you'll step out of the day-to-day busyness and take the time to think *on* your business — not just *in* it.

This is your space to pause, reflect, and plan with purpose. You'll explore what's working, what's holding you back, and where you truly want to go next. Whether your goal is to grow, simplify, or reinvent, this program will help you connect the dots between your ideas and your actions.

You'll walk away with more than a business plan — you'll gain clarity, confidence, and a renewed sense of direction.

Amanda Warrington

October 2025



WEEK 1: FOUNDATIONS

I. BUSINESS OVERVIEW

Business Name:

Owner’s Name:

ABN/ACN:

CONTACT DETAILS

Business Address:

Phone.....Email.....

Website:

Business history:

What does your business do? An overview of your products and services.

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What inspired you to start your business?

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VISION – Focuses on the future: What our organisation's ultimate accomplishments look like. Be ambitious.

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MISSION – Focuses on the present: Defines our core business, and what our business does.

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VALUES - The core beliefs and principles that guide our business.

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UNIQUE SELLING PROPOSITION – What makes our products stand out from competitors.

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STRUCTURE – business model, owners, directors, employees

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INTELLECTUAL PROPERTY – business names, trademarks, domain names, copyrighted materials, etc.

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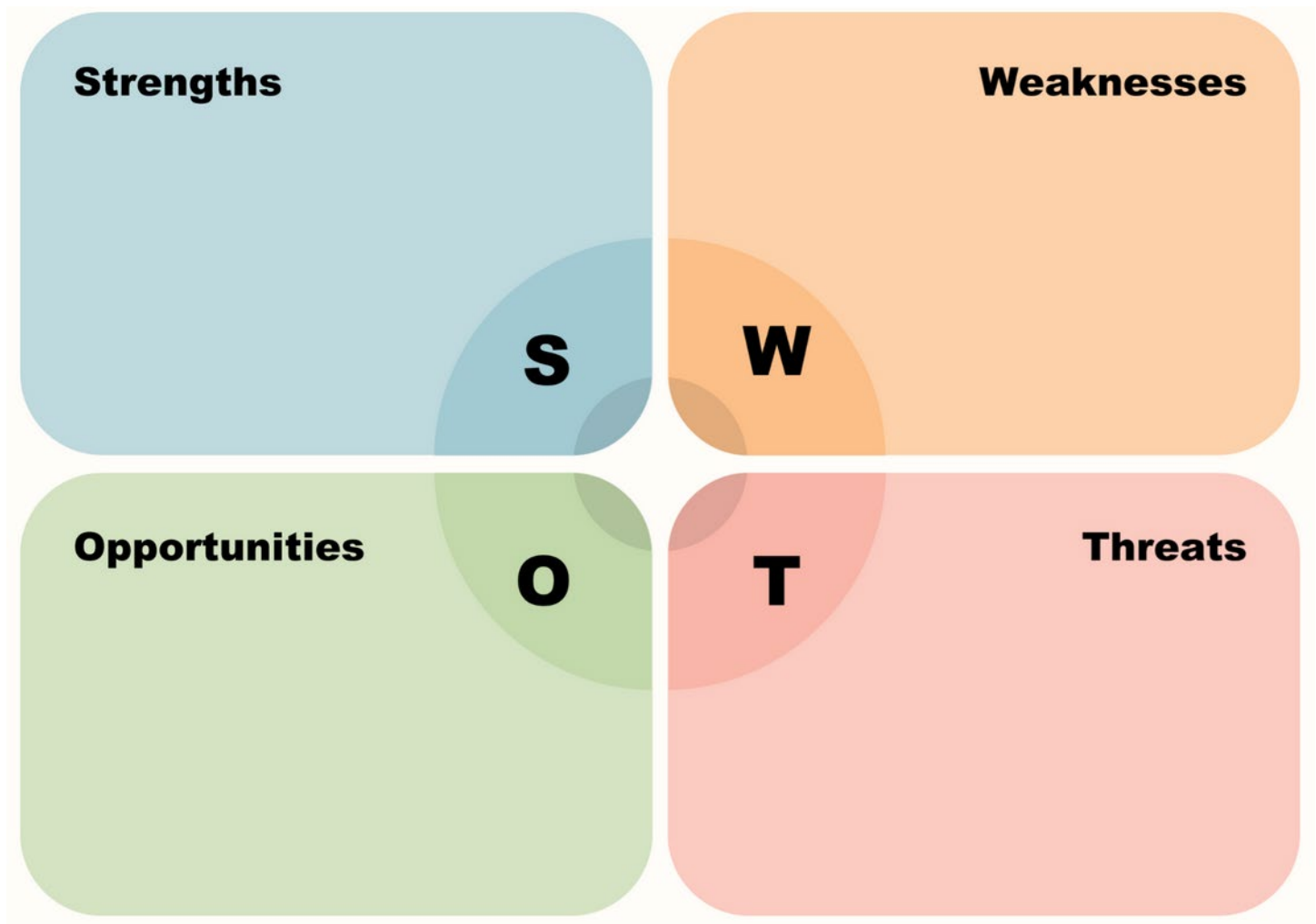
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STRENGTHS

- Advantage
- Capabilities
- Assets, people
- Experience
- Financial reserves
- Value proposition
- Price, value, quality

OPPORTUNITIES

- Areas to improve
- New segments
- Industry trends
- New products
- New innovations
- Key partnership

WEAKNESSES

- Disadvantages
- Gap in capabilities
- Cash Flow
- Suppliers
- Experience
- Areas to improve
- Causes of lose sales

THREATS

- Economy movement
- Obstacles faced
- Competitor actions
- Political impacts
- Environmental effects
- Loss of key staff
- Market demand



2. CUSTOMER ANALYSIS

TARGET MARKET & IDEAL CUSTOMERS

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THE PROBLEM/S WE SOLVE FOR THEM

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HOW THEY FIND US

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HOW WE LOOK AFTER OUR CUSTOMERS

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COMPETITOR ANALYSIS – Direct and indirect competitors

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3. MARKETING & PROMOTION

HOW WE CURRENTLY PROMOTE OUR BUSINESS

SOCIAL MEDIA & TRADITIONAL MARKETING AVENUES
WEBSITE
INSTAGRAM
FACEBOOK
LINKEDIN
TIKTOK
PINTEREST
YOUTUBE
WHATSAPP
SMS
GOOGLE

MARKETING FOCUS & GOALS

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4. OPERATIONS & TIME MANAGEMENT

HOW MY CUSTOMERS PURCHASE FROM ME

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HOW I DELIVER TO MY CUSTOMERS

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ADMINISTRATION AND LOGISTICS

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[HTTPS://WWW.VIACHARACTER.ORG/](https://www.viacharacter.org/)

MY PERSONAL STRENGTHS

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MY ROLE/S

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EMPLOYEES & CONTRACTORS

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WHAT I CAN DELEGATE

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HOW CAN I SAVE TIME WITH AI OR OUTSOURCING?

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KEY REGULAR OPERATIONAL TASKS

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5. FINANCES – REVENUE, EXPENSES, PRICING

REVENUE	
EXPENSES	
COGS	
Advertising/Marketing	
Employee Salaries	
Employee Payroll Taxes and Benefits	
Rent/Lease Payments/Utilities	
Utilities	
Postage/Shipping	
Communication/Telephone	
Computer Equipment	
Computer Software	
Insurance	
Interest Expense	
Bank Service Charges	
Supplies	
Travel & Entertainment	
Equipment	
Furniture & Fixtures	
Leasehold Improvements	
Security Deposit(s)	
Business Licenses/Permits/Fees	
Professional Services - Legal, Accounting	
Consultant(s)	
Inventory	
Cash-On-Hand (Working Capital)	
Miscellaneous	



INCOME

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EXPENSES

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HOW MUCH DO I NEED TO EARN EACH MONTH TO COVER COSTS?

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PRICING

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6. KEY CHALLENGES

MY KEY CHALLENGES

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Time management
Marketing
Cash flow
Systems
Pricing
Work-life balance



7. MILESTONES & ACTION PLAN

Revenue
Profits
Growth
Customers

MY LONG-TERM GOAL (2 – 3 YEARS)

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WHAT I CAN DO THIS WEEK TOWARDS ACHIEVING MY GOAL

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WHAT I CAN DO THIS MONTH TOWARDS ACHIEVING MY GOAL

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WHAT I CAN DO THIS QUARTER TOWARDS ACHIEVING MY GOAL

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WHAT I CAN DO THIS MONTH TOWARDS ACHIEVING MY GOAL

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WHAT I CAN DO THIS YEAR TOWARDS ACHIEVING MY GOAL

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HOW I WILL CELEBRATE MY WINS

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