

Simple Business Plan Template (NZ)

Beginner-friendly, but still “proper”. Fill it in, keep it simple, and update as you grow.

Name: _____ Date: ____ / ____ / ____ Business: _____

1) Executive Summary (5–8 lines)

Tip: Write this last if you want — it's just a clear summary of the whole plan.

Business name + what you do:

Who you help:

The problem you solve:

Your solution:

What makes you different:

Main offer + starting price:

Your next 90-day goal:

2) About the Business

What you sell (products/services):

Where you operate (NZ wide / local):

Mission (why you do it):

Values (3 words): _____

3) Target Customer

Ideal customer (describe them):

Their biggest pain:

What they want instead:

Where they hang out (online/offline):

4) Products/Services

Offer	Who it's for	What's included	Price	Delivery time
Starter				
Core				
Premium (optional)				

5) Marketing (How you'll get customers)

Main platform (pick one): _____

Facebook / Instagram / TikTok / Google / Website / Networking / Other

Content you'll post weekly (topics + frequency):

How you'll get leads (DMs, website form, referrals, etc.):

Your call to action (CTA):

Simple sales process (steps 1–3)

Step 1:

Step 2:

Step 3:

6) Operations (How you deliver)

Tools you use (Wix, Canva, bookings, invoicing, etc.):

Your weekly workflow (what you do Mon–Fri):

Quality checklist (what must be true before you deliver):

7) Financial Snapshot (Basic)

Item	Estimate (NZD)	Notes
Startup costs (one-off)	\$ _____	
Monthly costs (ongoing)	\$ _____	
Average sale price	\$ _____	
Monthly income goal	\$ _____	
Sales needed per month (rough)	_____	

Tip: Sales needed $\approx$ monthly income goal $\div$ average sale price.

8) 90-Day Action Plan

Timeframe	Main focus	Actions (keep it short)	Done?
Month 1			■
Month 2			■
Month 3			■

Notes

[illegible]