

Business Plan template

A good business plan can help you secure finance, define the direction of your business and create strategies to achieve your goals. The business.gov.au Business Plan template steps you through the process of creating a solid, well-structured plan tailored to your business.

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Using this template

Before you complete this business plan template and start using it, consider the following:

- 1. Do your research.** You will need to make quite a few decisions about your business including structure, marketing strategies and finances before you can complete the template. By having the right information to hand you also can be more accurate in your forecasts and analysis.
- 2. Determine who the plan is for.** Does it have more than one purpose? Will it be used internally or will third parties be involved? Deciding the purpose of the plan can help you target your answers. If third parties are involved, what are they interested in? Although don't assume they are just interested in the finance part of your business. They will be looking for the whole package.
- 3. Do not attempt to fill in the template from start to finish.** First decide which sections are relevant for your business and set aside the sections that don't apply. You can always go back to the other sections later.
- 4. Use the *[italicised text]*.** The italicised text is there to help guide you by providing some more detailed questions you may like to answer when preparing your response. **Please note:** If a question does not apply to your circumstances it can be ignored.
- 5. Download the Business Plan Guide.** The business plan guide contains general advice on business planning, a complete overview of the business plan template and a glossary explaining the main terms used throughout this template.
- 6. Get some help.** If you aren't confident in completing the plan yourself,
- 7. Actual vs. expected figures.** Existing businesses can include actual figures in the plan, but if your business is just starting out and you are using expected figures for turnover and finances you will need to clearly show that these are expected figures or estimates.

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8. **Write your summary last.** Use as few words as possible. You want to get to the point but not overlook important facts. This is also your opportunity to sell yourself. But don't overdo it. You want prospective banks, investors, partners or wholesalers to be able to quickly read your plan, find it realistic and be motivated by what they read.
9. **Review. Review. Review.** Your business plan is there to make a good impression. Errors will only detract from your professional image. So ask a number of impartial people to proofread your final plan.

For advice and examples on how to complete this template, please download the business.gov.au **Business Plan guide** from www.business.gov.au/businessplan.

McMurris Menu Business Plan

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[Name]_____

DATE_____

BUSINESS PLAN

Business Name McMurris Menu
Address Church St, Cooma, NSW

Contents

Business Plan template 1

Using this template 1

Business Plan Summary 5

 The Business..... **Error! Bookmark not defined.**

 The Market 5

 The Future..... 6

 The Finances 6

The Business 9

 Business details 9

 Registration details..... 9

 Business premises..... 9

 Management & ownership 10

 Key personnel 10

 Products/services 13

 Innovation 16

 Insurance 17

 Risk management 17

 Legal considerations 20

 Operations 20

The Market 24

 Market research 24

 Market targets 24

 Environmental/industry analysis 25

 Your customers 25

 S.W.O.T. analysis 25

 Your competitors..... 27

 Advertising & sales 28

The Future 29

 Vision statement..... 29

 Mission statement..... 29

 Goals/objectives..... 29

 Action plan 29

The Finances 30

 Key objectives & financial review..... **Error! Bookmark not defined.**

 Assumptions 33

 Start-up costs for [YEAR] **Error! Bookmark not defined.**

 Profit and loss forecast 33

 Expected cash flow **Error! Bookmark not defined.**

 Break-even analysis **Error! Bookmark not defined.**

Supporting documentation 33

Business Plan Summary

Business name:

One Land One Spirit Australia P/L

Trading name(s):

McMurri's menu

Date registered:

5/08/2020

Location(s) registered:

NSW, Australia

Business structure:

Registered Indigenous Company which will coordinate a franchise of food vans fully owned or leased by Indigenous people

ABN:

46 600 486 619

ACN:

600 486 619

GST: GST Registered

Domain names: www.mcmurrismenu.com

Business owner(s):

Management & ownership

Names of owners:

- Joe Sproats
- Jennie Ginger
- Lockie Ring

Details of management & ownership:

One Land One Spirit Australia sub leases the management of the franchise to Joe Sproats and Jennie Ginger and the team from Dreamtime Learning, which is a training company that specialises in training deadly people.

Experience:

The Directors have a combined experience of 60 years in the food, hospitality and tourism industries. Students participating in the development of the business have all completed a minimum of Certificate 11 Kitchen operations and/or Certificate 3 Hospitality.

Products/services:

Fast Food Van offering high quality Indigenous food to the world

The Market

Target market:

International and Domestic travelers to NSW and ACT and the Aboriginal and Torres Strait Islander community of NSW and ACT and

Marketing and Sales strategy:

- One million dollars of sales with in three years
- Positioned as a trendy, unique, efficient and feel good eating experience in the marketplace.

The Future

Vision statement:

Universal pride and appreciation of Aboriginal and Torres Strait Islander culture

Mission statement

A high quality Indigenous fast food franchise owned and operated in partnership with Aboriginal and Torres Strait Islander people

Goals/objectives

Twenty fully operating McMurri franchises by 2020

Finance

Start up costs of \$50,000 required to secure the first McMurri menu Food Van.

Expected profit is \$153,900 when operating at maximum capacity and is expected to make a profit of \$34,910 at %0% capacity in the first year of operation.

Financial Assumptions

- income is based on a 12 hour day
- pricing is based on the higher end of the fast food pricing structure
- times per production of each product are on the slower end of the fast food production schedule

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- the cost of materials is an approximation of the hospitality standard of one third of the selling price of the product
- franchise fee is based on 20% of turnover
- Annual income estimates are based on the percentage of the fully operational income potential of the business
- fully operational output is based on 15 customers per hour (or 4 minutes per serve)

Source of Funds : Dreamtime Learning.

Product

High quality Indigenous food menu served in a cutting edge contemporary food van made from a shipping container

Meals

McMurri's Menu

- *Salad Rolls*
- *Murri Burgers*
- *Mighty Murri Burgers*
- *Hot Wals*
- *Stew*
- *Curry*
- *Corn fritters*
- *meal deal small*
- *meal deal medium*
- *meal deal large*
- *health drinks*
- *drinks*
- *water*
- *Coffee*

Customers

Primary markets are International and domestic travelers and Aboriginal and Torres Strait Islander community in NSW and ACT

Human Resources

Central management and administrative support team servicing individual franchisee owners.

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Administration and Assets

Centrally organised administration located in Ingham servicing the McMurri menu vans as franchisees.

The Culture, the Environment and the Community

Strong emphasis on promoting Aboriginal and Torres Strait Islander culture in combination with a cutting edge work ethic, manifested in high quality products and service.

The Business

Business details

Products/services:

A high quality fast food franchise owned and operated in partnership with Aboriginal and Torres Strait Islander people. The food will be served through movable vans and manned only by Aboriginal and Torres Strait Islander people.

Registration details

Business name:

One Land One Spirit Australia P/L

Trading name(s):

McMurri's menu

Date registered:

5/08/2020

Location(s) registered:

NSW, Australia

Business structure:

Registered Indigenous Company which will coordinate a franchise of food vans fully owned or leased by Indigenous people

ABN:

46 600 486 619

ACN:

600 486 619

GST: GST Registered

Domain names: www.mcmurrismenu.com

Licenses & permits:

Food permit license (by local government authorities) to :

- cook on premises
- transport food
- sell food

Business premises

The business coordination centre is the Cooma business district, but McMurri's Menu will be operated in movable food vans. The mobile food vans with a folding features:

- Towable
- Located in situ or towed into place
- Moveable roof and sides

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- Table chairs provided
- Music
- Sights
- lights
- signs

Business location:

Various locations throughout NSW and ACT. The primary locations will include:

- Cooma
- Bega
- Eden
- Tumbarumba
- Canberra
- Jindabyne

Buy/lease:

All vans will be either owned or leased by the fabulous Indigenous peoples of Australia. The central coordination of the franchise will be coordinated from Cooma.

Management & ownership

Names of owners:

- Joe Sproats
- Jennie Ginger
- Lockie Ring

Details of management & ownership:

One Land One Spirit Australia sub leases the management of the franchise to Joe Sproats and Jennie Ginger and the team from Dreamtime Learning, which is a training company that specialises in training deadly people.

Experience:

Key personnel

Current staff

Job Title	Name	Expected staff turnover	Skills or strengths
Director	Joe Sproats		Thirty years experience in hospitality and tourism, owned and managed several restaurants

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Job Title	Name	Expected staff turnover	Skills or strengths
Resort General Manager	Jennie Ginger		Thirty years experience in hospitality and tourism, owned and managed several restaurants and accommodation houses
Human Services Director	Jane Cummin		Twenty years experience at a national and regional level
Training Director	Tracy Beach		Twenty years experience in hospitality, fine dining, training.

Required staff

Job Title	Quantity	Expected staff turnover	Skills necessary	Date required
Manager	1	Bi-annual	Customer service Operational and logistical skills	July 2016
Cook	2	2/3 years	Food hygiene Food preparation Packaging	April 2016
retail	2	2/3 years	Sale skills Order stock Be able to have cultural knowledge	

Job Title	Quantity	Expected staff turnover	Skills necessary	Date required
Office staff		2/3 years	Manage 20 businesses	
Franchise owners	24	5 years	Management Customer service Cultural knowledge Cooking skills Hygiene Time management	

Recruitment options

Aboriginal and Torres Strait Islander people with suitable skills will be sourced through Facebook and the Koori Grapevine. Additional recruitment will occur through Dreamtime Learning with specific training being given to interested persons.

All persons will be go through an interview process to ensure an appropriate match to the positions being offered.

Existing Aboriginal and Torres Strait Islander business people will also be considered.

Training programs

Customer service

- kitchen operations
- cert 3 business
- hospitality
- tourism

Food preparation

- kitchen operations
- hospitality

tourism

leadership training

- Diploma of Management
- Certificate IV Business

Skill retention strategies

Owner/operators

- keep them informed
- listen to their ideas
- share skills and knowledge
- recognise the difference between an owner/operator to ordinary work
- help the to get the ideal position for their van they want

Products/services

Product/Service	Description	Price
Murri Rolls	Bun with cheese, meat, lettuce, tomato, cucumber, red onion, beetroot, mayo	6.90
Burgers with bounce Murri burger Mighty murri burger	Bun salad meat \$2.50 / wages 80c / electricity 20c / fuel/rego 40c / marketing 80c / profit 2.20 Bun with cheese, meat, lettuce, tomato, cucumber, red onion, sauce Bun with cheese, meat, lettuce, tomato, cucumber, red onion, sauce, egg, bacon	6.90 9.90
Stews	<ul style="list-style-type: none"> • Oxtail Stew • Kangaroo tail Stew • Cabbage stew • Wallaby stew • Fish stew 	8.90

Product/Service	Description	Price
Curries	<ul style="list-style-type: none"> • Coconut Curry Chicken • Pork Vermicelli • Chicken Vermicelli served with rice and salad 	8.90
Hotwals	Special sausage including wallaby/kangaroo meat in a hotdog bun served with onions, bacon, cheese bush tomato sauce,	3.90
Salad	Basic salad with red onion, lettuce, tomato, cucumber	2.00
Sauces	Bus tomato, three bush tucker flavoured sauces themed around aioli, mayonnaise, American mustard and tomato sauce	1.00
Drinks - carbonated	Soft drinks created flavours using bush tucker flavourings	2.00
Drinks -healthy	Fruit juice with Tamarind/Burdekin - salty plum/ mango / bush fruits flavourings Themed murri water	3.90 2.90
Coffee	Coffee – full spectrum	3.90
Meal Deal	Curry/stew/salad/drink	small \$8.50, medium 9.90 large- \$11.90.

Product ideas still under investigation

- Three sizes of murri food packs which include meat vege rice
- Sizes are | Large | Medium | Small |
- Franchise..... (boomerang) <- as ideal.
- small bites pieces of food e.g. fish bites
- snacks such as Taro chips, Sweet Potato Chips, (with sauces)

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- Samosa (mumosa),
- damper wrap,
- soft taco with kangaroo mince fill
- investigate hunting and supplying magpie geese, buffalo, deer, camel,
- hamper fritter, corn beef fritters
- all possibilities must have good supply lines.

Market position:

- Positioned in key locations with strong tourist traffic, significant Aboriginal and Torres Strait Islander populations
- Trendy themes in artwork, architecture, music, artefacts for sale,
- Stories on display
- Super clean and giving off high value/status vibe

Unique selling position:

- Its indigenous and its unique and first on the market.
- Indigenous, gourmet standard, very conscious decision to promote culture.
- Catering to indigenous hero companies such as National Bank, Westpac, government Departments seeking proffered supplier status.
- Network with the Indigenous Employment Champions Network members for preferred supplier status
- Have a catering service attached to each van

Anticipated demand:

- Special indigenous events -strong
- Football sports events -strong
- Multicultural events. -strong
- International visitors including Europeans, Japan, China -strong
- Well educated domestic market -strong
- Fast food market -medium
- Aboriginal and Torres Strait Islander market -strong
- Commonwealth games market

Pricing strategy:

The pricing strategy is competing with other fast food providers but this is offering a gourmet standard. The pricing is designed to be within the upper level of the average fast food menu as shown above.

Value to customer:

Strategies to provide good value include:

1. Meal deals
2. Reward cards – give extra product, not discount
3. Focus on the experience.
4. Great customers profiled monthly on a board, Facebook with prizes
5. As a repeat customer your much more likely going to keep on going back there.
6. you can cook your own mcmurri menu at home (as per Jamie oliver style packs)
7. home delivery (Could be taking the whole van)
8. catering and delivering to workplaces
9. create a J.T McMurris Menu Children.

Growth potential:

The growth potential is seen as strong across all market segments. The anticipated growth of McMurri Vans is:

2021 – 1 2022 -2 2023 -3 2024 - 5 2025 - 9

Research & development (R&D)/innovation activities

- Thursday night is McMurri night at the Noorla for all campuses -our special dishes (Stews and Curries).
- Tuesday lunch is McMurri's Menu – Burgers or Hotwals, Corn Fritters
- Explore a whole way thinking of sweets.
- Explore Backpacker sales with a backpacking pack (similar to our tour packs.
- Make Clapsticks and use as an example of a message stick.
- Dove boomerang shape soap. & dove peace parcel.
- Explore a unique tasty cheese. Brand a special cheese. (ideal)
- Chillies in somewhere.
- Money – create feel good fundraising & sponsoring, raffle tickets.
- sell the concepts.
- Dial mcmurri for food.
- Lunch specials, lunch hour, special locations – where and how.
- Apricot – dry food explores dry food applications.
- Have our own brand on as many things as possible
- Examine efficiencies in preparation time, time and location, time wastage.
- Examine sponsorships e.g. Coke sponsorship.
- Explore suitable computer base cash register systems with all the accounts on the computer base.

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- Boost juices
- Love food.... research traditional love food. & food which are perceived to be making emotions.
- Rich – a top gourmet version for special clients.
- Smell the food we cook.

Intellectual property strategy

Protect the:

- Business name,
- Domain name/s
- name - domain the name
- recipes herbs and spices
- marketing strategy

Insurance

Workers compensation:

Will be paid at the rate employees.

Public liability insurance:

Public Liability Insurance is set at \$20 million and updated as required

Professional indemnity:

Professional will be purchased for all relative professionals working for the organisation.

Product liability:

This is a product liability which relevant
Investigate public liability and product liability.

Business assets:

Physical assets will be insured at replacement value. Excess will be calculated according to premiums charged.

Business revenue:

Refer to finance section

Risk management

Risk or Threat	Likelihood (Low, Medium, High)	Impact (Low, Medium, High)	Strategy
Workplace Health and Safety	Medium	Medium	- Workplace Health and Safety procedures and risk management planning outlined in the McMurri Standard Operating Procedures Manual (MSOPM). - External training such as first aid and Internal training such as fire, food hygiene and manual handling.
Customer Health and Safety	Low	High	- Onsite first aid, contact numbers for POISONS and local hospitals as per MSOPM Detailed emergency procedures and training for all senior management.
Insufficient interest in becoming a franchisee	medium	High	Network with employer, Aboriginal and Torres Strait Islander, government, employment placement and training organisations on an ongoing basis, with good news stories, testimonials, progress reports, and emerging business opportunities to build and maintain interest.
High staff turnover (for example, potential to be under-staffed)	Low	Low	- Recruit industry trained staff and offer career paths. - - train staff through Dreamtime learning Employ local staff (where possible). - Provide recognition through rewards. - Support internships and apprenticeships. Maintain good relationships with Murri Grapevine, with contractors and recruitment agencies.

Power outages	Medium	Low	- A backup generator is available 24/7 in an emergency use of gas for cooking back up non electric lighting
Funding and fraud	Low	Low	- Strict financial procedures to reduce exposure to fraud and default accounts. Centralised financial system shared by all franchisees
Natural disaster	Low/Medium	High	- Evacuation procedures established on all sites for McMurri's Menu vans training on fire procedures for all new staff within 2 days of start.
Global economy downturn	Low/Medium	Medium	- Pursue industries thriving in economic downturn to replace lost business, offer incentives to industries such as tourism which is experiencing an upsurge.
Government changes	Medium/High	Low	Maintain an ongoing relationship with key supporters of Aboriginal and Torres Strait Islander Australia including government, community organisations, private enterprise to ensure McMurri's is always front of mind in planning and budget allocating.
Short lead time enquiries	High	Medium	- Developed streamlined operational procedures to respond quickly to short lead Villa requests.

Legal considerations

Require full franchise documentation for each operator. Legal expertise on the commencement of franchises to be contracted to complete (see Connolly and Suthers Townsville)

Operations

Production process

The production process has three phases:

1. Production at the Noorla
Purchase of meat for all products

- Sausage for hotwal
- Meat pattie for murri burgers

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- Pork for pork vermicelli
- Chicken for chicken vermicelli and rolls
- Corned beef for corn fritters and rolls
- Ham for rolls

All meat is prepared at the Noorla and cri –vacced for delivery to vans (refer to Dreamtime Learning Recipe Book)

2. Purchase of all ingredients for all sauces
Preparation of sauces at the Noorla, bottled for delivery to vans (refer to Dreamtime Learning Recipe Book)

3. Purchase of Coordination of purchase of:

- Murri burger rolls
- Salad rolls
- fresh salad produce by local area (set up accounts)

4. coordination of transport to all vans

- establish a series of depots with fridge, freezer and storage cupboard along the coast at franchisee premises or other premise to be identified
- use McMurri vans or external transport

5. preparation of food in the McMurri Vans

- before opening:
- complete 24 salad rolls (10 ham, 6 chicken, 6 corned beef)
- cook 2 kilos of chicken vermicelli
- cook two kilos of pork vermicelli
- defrost thirty meat patties
- defrost thirty sausages
- defrost ten corn fritters
- prepare salads for fifty burgers/hotwals/fritters
- pick up rolls for salads, hotwals and burgers
- clean and prepare coffee machine
- stock fridge with drinks

Suppliers

Cooma meats

Tony's Foodland – fresh produce

Brumbys – breads (Dreamtime Recipes)

Local small business suppliers across the State

Bushtuckershop.com

Plant & equipment

Equipment	Purchase date	Purchase price	Running cost
Griller plate	To be determined	To be determined	To be determined
Gas stove top – 6 burner	To be determined	To be determined	To be determined
Fridge freezer	To be determined	To be determined	To be determined
Coffee machine	To be determined	To be determined	To be determined
6 pots, three pattie flips, three tongs	To be determined	To be determined	To be determined
Salad bar	To be determined	To be determined	To be determined
Food prep area	To be determined	To be determined	To be determined
Two sinks	To be determined	To be determined	To be determined

Inventory

Inventory item	Unit price	Quantity in stock	Total cost
Biodegradable plates, bowls, cutlery	0.26	1000	260.00
Collapsible stools	24.00	50	1200.00
Clap sticks	2.00	500	1000
boomerangs	5.00	100	500
Local Aboriginal and Torres Strait Islander prints	50	20	1000
Branded bush tucker sauce	5.00	50	250

Technology (Software):

Automated cash registers linked to central data base in each van
Central data base for inventory, finance and HR

Trading hours:

6.30 am to 11.00 pm seven days a week

Communication channels:

IPad, mobile

Payment types accepted:

Visa, MasterCard, Amex

Credit policy:

No credit given

Warranties & refunds:

Money back if unsatisfied

Quality control:

Centrally coordinated, data sheets at each van

Memberships & affiliations:

- Indigenous Businesses Australia
- NNIC
- Indigiarts
- Indigenous employment Champions network
- Local Regional Tourism Organisation

The Market

Market research and market targets (requires updating)

Market Research has focussed on the following segments:

1. International and domestic Tourists to and within NSW and ACT (see appendix A)

The reason for this segment is because 20% of international visitors have a strong desire to have an authentic Indigenous experience.

International visitation to Australia has continued to grow through 2015 to 2020 with an additional 410,000 international visitors to the country overall taking a 6.7% growth rate to a record 6.5 million visitors overall. NSW and ACT captured 7.3% of the increased market.

Interest from the domestic market is not as strong, but interest is likely to strengthen with accessibility to high quality and authentic indigenous cuisine. The number of domestic overnight travelers to NSW and ACT reached a record level of 19.8 million visitors after a 7.9% growth in the year up to September 2020. The spread across Tourism Regions is uneven, but the overall growth in the potential McMurri market is significant.

2. Aboriginal and Torres Strait Islander people in NSW and ACT. This market has been selected because of the already established preference for good quality Murri food. (Appendix B)

The number of Aboriginal and Torres Strait Islander persons in NSW and ACT is projected to increase across all age groups between 2011 and 2026. The

number of Aboriginal and Torres Strait Islander children (0–14 years) is projected to increase from 70,796 in 2011 to between 88,954 and 98,103 in 2026 (Table 4), equating to an average annual growth of 1.5% to 2.2% over the projection period. The number of young adults (15–24 years) is projected to increase from 37,133 in 2011 to between 48,605 and 48,634 persons in 2026 at an average annual growth rate of 1.8%. This represents a lot of burger biters!

Environmental/industry analysis

Your customers

Customer demographics

Customer group number 1 – international tourists – key market groups are young German travelers looking for a spiritual/connecting to nature and culture experience

Domestic tourists – university educated and socially aware, coming from Melbourne and Sydney aged 20 -65

Visiting Friends and Relatives of each van location looking for a different experience and nice fast food

Local population who likes good quality fast food, targeting children to capture whole family

Local Aboriginal and Torres Strait Islander population all ages, who likes deadly food, targeting children to capture whole family

Key customers

Primary

- European travellers, Germans, French, English
- American travellers
- Aboriginal and Torres Strait Islander population
- Travelling well educated domestic market
- Local family population

Secondary

- Travelling Asian market
- Other travelling domestic market

Customer management

Implement a Customer Management System (CMS) for all target groups with an identification, needs analysis, feedback, tracking and incentives program.

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S.W.O.T. analysis

Strengths	Weaknesses
<p>Great training available</p> <p>Great networks e.g. QTIC and Indigenous employment champions Network to assist in marketing and promotion</p> <p>feel good product</p> <p>healthy, market tested product</p> <p>flexible in localities</p> <p>preferred supplier status with government</p> <p>coordination centre is located in rural area in North NSW and ACT where there are strong cultural ties</p>	<p>[e.g. High rental costs]</p> <p>steep learning curve for the franchise development and implementation</p> <p>time to have vans built and fitted out</p> <p>coordination centre is located in rural area in North NSW and ACT away from some key markets</p> <p>storage and coordination facilities across the State are still to be developed</p>
Opportunities	Threats
<p>Aboriginal and Torres Strait Islander culture is a desired experience from travelers</p> <p>Tourism is increasing to Australia</p> <p>Chance to raise profile of Aboriginal and Torres Strait Islander culture with good quality, good tasting, food and cultural activities</p> <p>Good quality burger style food is trending strongly overseas</p>	<p>Cash flow as the brand gets established</p> <p>High start up costs</p> <p>Difficulty attracting the right franchisees</p> <p>Resistance by Authorities to assisting in getting good locations</p> <p>council by-laws unsympathetic to movable food vans</p> <p>competition for best locations</p> <p>down turning economy is significant sectors such as resources sector, manufacturing</p>

Your competitors

[the McMurris Menu has Australian ingredients, a strong cultural presence, is high quality and medium in speed of delivery, has a strong potentially captive audience (Aboriginal and Torres Strait Islander people), is a feel good experience to support First Australians

Competitor details

Competitor	Established date	Size	Market share (%)	Value to customers	Strengths	Weaknesses
McDonalds	1952	Mega spread	33	Cheap and fast	Consistency of product	Common, mediocre taste, fattening
Hungry Jacks	1963	Mega spread	27	Cheap and fast	Consistency of product	Common, mediocre taste, fattening
Kebab Kings	1992	Reasonable spread	7	Cheap and tasty	Consistency of product	Relatively slow
Other fast food e.g. KFC	various	Wide distribution	30	Cheap and fast	Consistency of product	various

Advertising & sales

Advertising & promotional strategy

Planned promotion /advertising type	Expected business improvement	Cost (\$)	Target date
Murri grapevine – community notice boards, murri media, NITV, Indigenous radio	Complete coverage of concept with Aboriginal and Torres Strait Islander people	1000	June 2016
Facebook and social media	Widely spread and front of mind for consumers	3000	July 2016
Hero sponsors e.g. Jonathon Thurston Broncos, Cowboys, AFL – preferred location status at grounds	High profile exposure	2000	September 2016

Sales & marketing objectives

- One million dollars of sales with in three years
- Positioned as a trendy, unique, efficient and feel good eating experience in the marketplace.

Unique selling position

Murri food, only significant supplier in NSW and ACT

The Future

Vision statement

Universal pride and appreciation of Aboriginal and Torres Strait Islander culture

Mission statement

A high quality Indigenous fast food franchise owned and operated in partnership with Aboriginal and Torres Strait Islander people

Goals/objectives

Twenty fully operating McMurri franchises by 2020

Action plan

Milestone	Date of expected completion	Person responsible
Menu testing completed	30 April 2022	Tracy Beach
Food factory completed	30 May 2022	Jennie Ginger
Transport, inventory and supply chain systems completed	30 June 2022	Jane Cummin
Three vans designed, modified, road tested and completed	30 November 2022	Joe Sproats

		MCMURRIS MENU							
			servings	Fully operational	30% capacity	40% capacity	50% capacity	60% capacity	70% capacity
Sales				1 MCMurris Menu	Business Plan	1 van	1 van	1 van	
		Salad Rolls	20	50370	15111	20148	25185	30222	35259
		Murri Burgers	30	75555	22666.5	30222	37777.5	45333	52888.5
		Mighty Murri Burgers	30	108405	32521.5	43362	54202.5	65043	75883.5
		Hot Wals	30	42705	12811.5	17082	21352.5	25623	29893.5
		Stew	10	32485	9745.5	12994	16242.5	19491	22739.5
		Curry	10	32485	9745.5	12994	16242.5	19491	22739.5
		Corn fritters	10	25185	7555.5	10074	12592.5	15111	17629.5
		meal deal small	15	48727.5	14618.25	19491	24363.75	29236.5	34109.25
		meal deal medium	15	54202.5	16260.75	21681	27101.25	32521.5	37941.75
		meal deal large	10	43435	13030.5	17374	21717.5	26061	30404.5
		health drinks	30	42705	12811.5	17082	21352.5	25623	29893.5
		drinks	60	43800	13140	17520	21900	26280	30660
		water	30	31755	9526.5	12702	15877.5	19053	22228.5
		Coffee	60	85410	25623	34164	42705	51246	59787
Total Sales		TOTAL INFLOW (A)		717225	215167.5	286890	358612.5	430335	502057.5
Av Customer Yield per year				10.92	29.48	39.30	49.13	58.95	68.78
Less Direct Costs									
Materials Used		Salad Rolls		16060	4818	6424	8030	9636	11242
		Murri Burgers		24090	7227	9636	12045	14454	16863
		Mighty Murri Burgers		30660	9198	12264	15330	18396	21462
		Hot Wals		13140	3942	5256	6570	7884	9198
		Stew		8030	2409	3212	4015	4818	5621
		Curry		8030	2409	3212	4015	4818	5621
		Corn fritters		8030	2409	3212	4015	4818	5621
		meal deal small		16425	4927.5	6570	8212.5	9855	11497.5
		meal deal medium		18067.5	5420.25	7227	9033.75	10840.5	12647.25
		meal deal large		13140	3942	5256	6570	7884	9198
		health drinks		12045	3613.5	4818	6022.5	7227	8431.5
		drinks		10950	3285	4380	5475	6570	7665
		water		9855	2956.5	3942	4927.5	5913	6898.5
		Coffee		19710	5913	7884	9855	11826	13797
		Total Material Costs		100192.5	30057.75	40077	50096.25	60115.5	70134.75
Cost % of Gross Revenue				13.97%	13.97%	13.97%	13.97%	13.97%	13.97%
Direct Labour		Salad Rolls		16060	4818	6424	8030	9636	11242
		Murri Burgers		24090	7227	9636	12045	14454	16863
		Mighty Murri Burgers		30660	9198	12264	15330	18396	21462
		Hot Wals		16425	4927.5	6570	8212.5	9855	11497.5
		Stew		8030	2409	3212	4015	4818	5621
		Curry		8030	2409	3212	4015	4818	5621
		Corn fritters		8030	2409	3212	4015	4818	5621
		meal deal small		16425	4927.5	6570	8212.5	9855	11497.5
		meal deal medium		18067.5	5420.25	7227	9033.75	10840.5	12647.25
		meal deal large		12045	3613.5	4818	6022.5	7227	8431.5
		health drinks		17520	5256	7008	8760	10512	12264
		drinks		17520	5256	7008	8760	10512	12264
		water		9855	2956.5	3942	4927.5	5913	6898.5
		Coffee		32850	9855	13140	16425	19710	22995
		Total direct labour costs		235607.5	70682.25	94243	117803.75	141364.5	164925.25
		Cost % of Gross Revenue		32.8%	32.8%	32.8%	32.8%	32.8%	32.8%
Total Direct Costs				335800	100740	134320	167900	201480	235060
		Cost % of Gross Revenue		47%	47%	47%	47%	47%	47%

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			381425	114427.5	152570	190712.5	228855	266997.5
Contribution to O/Heads								
		Contribution % of Gross Revenue	53.2%	53.2%	53.2%	53.2%	53.2%	53.2%
OVERHEADS								
		advertising	6000	6000	6000	6000	6000	6000
		Accounting	4000	4000	4000	4000	4000	4000
		bank charges	2500	2500	2500	2500	2500	2500
		credit card fees	900	900	900	900	900	900
		cleaning	1800	1800	1800	1800	1800	1800
		catering	500	500	500	500	500	500
		Donations	200	200	200	200	200	200
		electricity	3500	3500	3500	3500	3500	3500
		freight	3000	3000	3000	3000	3000	3000
		gas	1000	1000	1000	1000	1000	1600
		fees & licenses	1000	1000	1000	1000	1000	1000
		Insurance van	3600	3600	3600	3600	3600	3600
		prof indemnity	500	500	500	500	500	500
		legal/professional fees	480	480	800	480	480	480
		motor vehicle expenses	8000	8000	8000	8000	8000	8000
		postage	300	300	300	300	300	300
		telephone/fax	1500	1500	1500	1500	1500	1500
		office supplies	800	800	800	800	800	800
		franchise fees	143445	43033.5	57378	71722.5	86067	100411.5
		printing/stationery	3000	3000	3000	3000	3000	3000
		repairs/maintenance	2000	2000	2000	2000	2000	2000
		repairs/maintenance equipment	3500	3500	3500	3500	3500	3500
		site fees	8000	8000	8000	8000	8000	8000
		travel expenses	3000	3000	3000	3000	3000	3000
		gardening	0	0	0	0	0	0
		Indirect Labour	25,000	25,000	25,000	25,000	25,000	25,000
		Subtotal Overheads	227,525	127,114	141,778	155,803	170,147	185,092
		Cost % of Gross Revenue	32%	59%	49%	43%	40%	37%
		Net Cash Profit before Dep'n & Interest	153,900	-12,686	10,792	34,910	58,708	81,906
		Net Cash Profit %	21.5%	-5.9%	3.8%	9.7%	13.6%	16.3%
		Depreciation-van	3,500	3,500	3,500	3,500	3,500	3,500
		Depreciation-equipment	1,500	1,500	1,500	1,500	1,500	1,500
		Sub-total Depn	5,000	5,000	5,000	5,000	5,000	5,000
		interest	0	0	0	0	0	0
		TOTAL OVERHEADS	568,325	232,854	281,098	328,703	376,627	425,152
		Cost % of Gross Revenue	79.2%	108.2%	98.0%	91.7%	87.5%	84.7%
		NET PROFIT BEFORE TAX	148,900	-17,686	5,792	29,910	53,708	76,906
		NPBT %	20.8%	-8.2%	2.0%	8.3%	12.5%	15.3%

McMurris Menu Business Plan

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breakeven sales				1085886	369609	446187	521750	597821	674844
net profit margin				0.47	0.47	0.47	0.47	0.47	0.47
Net Cash Profit Available									
	Purchase of fixed assets								
	less principal repayments			0	0	0	0	0	0
	tax payments								
	Drawings			0	0	0	0	0	0
	other payments-reserves								
Cash Surplus/ (Shortfall)									
Cumulative extra Debt									

The Finances

Finance required

\$50,000 start up funds are required to fit out the McMurri Food Van

Assumptions

The financial tables on the subsequent pages are based on the assumptions listed below:

- income is based on a 12 hour day
- pricing is based on the higher end of the fast food pricing structure
- times per production of each product are on the slower end of the fast food production schedule
- the cost of materials is an approximation of the hospitality standard of one third of the selling price of the product
- franchise fee is based on 20% of turnover
- Annual income estimates are based on the percentage of the fully operational income potential of the business
- fully operational output is based on 15 customers per hour (or 4 minutes per serve)

Profit and loss forecast

Refer to previous table

Supporting documentation

Attached is my supporting documentation in relation to this business plan. The attached documents include:

Refer Attachments A and B

List compiled date:

Review date:

Hazard Register

How to complete this Hazard Register

Instructions: Identify five hazards in your workplace and list them in the first column. Prioritise each Hazard A, B or C, see table located at the bottom of this document for further information. Add the action to fix the Hazard, the person responsible for fixing the Hazard, the date and the persons initials that completed this form.

Hazard (include location)	Priority	Action To Fix The Hazard	Who's Responsible	Action By Date	Entered By	
					(Initial)	Date
Gutter near back of kitchen	High	Cover gutter with marine board	owner	20/3/22	LS	7/11/15
Concrete step at office entrance	medium	Sprat with yellow paint	manager	30/1/22	JG	7/11/15
Slippery tiles behind fridge in kitchen	high	Put anti slip on	cook	30/1/22	JB	7/5/15

PRIORITY:A - any condition/practice with potential for causing loss of life/limb and/or extensive damage.
 B - any condition/practice with potential for causing serious injury/damage but less severe than (A).
 C - any condition/practice with potential for causing injury/damage.

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