



business by design worksheet

2024

business by design worksheet



business name:



1

type your answer in the box

why does your business need to exist?



2

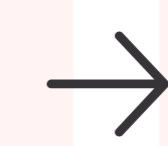
what is the vision for the business?



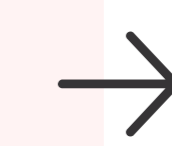
3

competition

what is the value to customers?



who is the competition?



how are you different?



4

target audience + brand

what channels can be used to market this?

what does your ideal target client look like?



what marketing resources are required?

what brand characteristics suit them?

where do they hang out?



6

can you identify some barriers to success?



other

people

funding + finances

government + management

suppliers

technology



5

resources

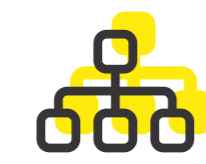


7

stakeholders + role

what's in it for me?

purpose



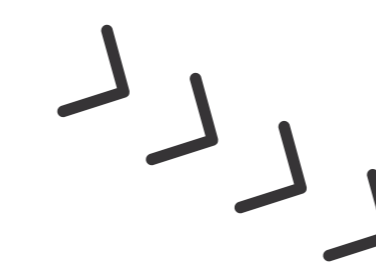
8

profit formula [to be a success]

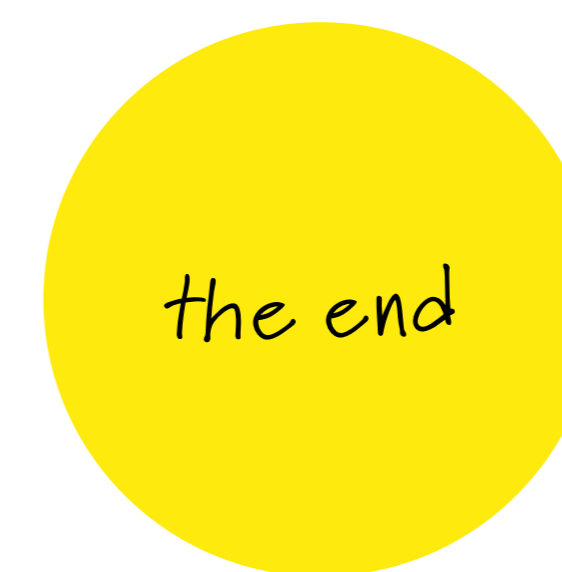


9

key observations/ things to explore



congratulations - you made it!



you now have the beginning of your business!



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we're here to help!



get in touch with our advisory team:
oneplace@businessdepot.com.au



or give us a buzz on:
1300DEPOT