



# BizOps Enterprises Business Plan (extract) 2015–2020

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## Business Plan summary

### Business

#### Business name

BizOps

#### Business structure

Company

ABN: 55 555 555 555

ACN: 555 5555 5555

#### Business location

Sydney, NSW, Australia

#### Date established

1998

#### Business owner/s

Siimon Greig

Natushka Greig

Devon Mersydale

#### Relevant owner experience

Siimon, Natushka and Devon have over 50 years combined experience in manufacturing and retailing. Since starting BizOps in 1998, they have successfully grown the business from a single shopfront to over 150 retail, online and phone order outlets nationally.

#### Products/services

BizOps retail outlets specialise in a range of exclusive products. The business provides its customers with high quality and innovative products and services. Wherever possible we provide our customers with a 'green' solution and service. We employ sustainable business practices.

### Market

#### Target market





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BizOps customers include anyone seeking innovative, high quality exclusive products. Customers seeking a 'green' solution to their needs are especially welcome.

### **Marketing strategy**

BizOps employs a range of marketing tools including:

- magazine (electronic and print) presence
- an instore/online catalogue
- a corporate website with e-commerce function
- direct marketing to our existing customer base
- a loyalty reward program
- trade fair participation.

### **Future**

BizOps is committed to:

- providing high quality and innovative products and services to customers
- meeting the changing needs of customers
- offering innovative product solutions
- delivering speedy and personalised service
- employing professional and enthusiastic staff
- providing clean and 'green' products and services
- adopting sustainable work practices
- undertaking continuous improvement processes.

BizOps is known for its enthusiastic and inclusive culture. BizOps seeks to maintain professional and well-supported staff.

### **Goals/objectives**

In 2015–2020 BizOps will consolidate its position in the market as a lead retailer for green and sustainable solutions for high quality exclusive products.

To do this, BizOps will focus on the following business goals:

- Financial stability:
  - Increase revenue by 15% (compared to the previous 12 months) by the end of the financial year
  - Maintain annual profit levels of 15% of revenue for all products and services, calculated at the end of each financial year
  - Reinvest 75% of profit back into the business at the end of each financial year





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- Market position:
  - Maintain the number one rating in the annual national industry customer service awards
  - Launch new high quality exclusive consumer products to meet customer demand, ahead of competitors, within budget and by the agreed deadlines
- Right people:
  - Provide induction training at the commencement of employment to train new employees to be knowledgeable, helpful and enthusiastic
  - Provide the financial, physical, human and time resources to support an annual professional development program for all BizOps employees

### Finances

	2015–16	2016–17	2017–18	2018–19	2019–20
<b>Income</b>	150,000,000	172,500,000	198,375,000	228,131,250	262,350,937
<b>Expenditure</b>	127,500,000	146,725,000	168,618,750	193,875,000	222,998,297
<b>Profit</b>	22,500,000	25,775,000	29,756,250	34,256,250	39,352,640
<b>Reinvest</b>	16,875,000	19,331,250	22,317,188	25,692,188	29,514,480

### Organisation chart

See BizOps intranet for the latest organisational chart.

### Key personnel

Job title	Name	Skills
Chief executive officer	Rose Hargreaves	15 years' financial experience in the retail industry Qualified engineer Postgrad. in business law MBA





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Job title	Name	Skills
Managing director: Financial operations	Mike Booth	20 years' accountancy experience Qualified CPA Member of the National Institute of Accountants
Managing director: Business operations	Sean Bamford	15 years' experience in a range of retail and logistics businesses Bachelor of Science Postgrad. in supply chain logistics Postgrad. in business law
Managing director: Retail operations	Nancy Toonet	15 years' experience in the retail industry Bachelor of Design (Industrial design) Advanced diploma of business management
Managing director: Human resources	Sayo Yoshida	10 years' experience in recruitment and general HR Bachelor of Arts Graduate diploma of psychology Member of the Australian Human Resources Institute

## Products/services

### Market position

BizOps offer quality, high-end, innovative and exclusive consumer products. We provide a quality service to our customers, focusing on 'green' solutions. We participate actively in trade fairs to ensure we have the latest high-end consumer products available for our customers.





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### **Unique selling position**

Our distribution of retail outlets across Australia allows us to provide the personal level of service customers expect with exclusive products, but we also provide service through online and phone stores in each state. Our customer service is knowledgeable and friendly. We reward our customers for their loyalty.

### **Anticipated demand**

A large number of customers purchase our lower priced items, valued at \$500–750. We sell approximately 16,000 items in this price range every month across our 150 stores. Our large corporate clients purchase on average twice a year, spending approximately \$10,000–15,000 per purchase. Our VIP individual customers (approximately 1,000 nationally) purchase on average one larger/high-end item per year and between 5 and 10 lower priced items. Their spend averages to approximately \$10,000 per annum.

### **Pricing strategy**

BizOps applies standard industry mark-ups for lower priced items. Our high-end items are often unique in the market and are priced accordingly, based on our purchase price and understanding of the market.

### **Value to customer**

BizOps individual customers view us as a destination for quality goods with a 'green' bias. Our corporate clients trust us to provide high quality products and services that will perform above expectation and impress their clients. Our VIP customers are discerning and rely on us to keep them up to date with the latest in exclusive consumer products.

### **Growth potential**

BizOps is aiming for 15 per cent growth in revenue per annum. This growth will come in part from technology improvements and innovation resulting in better products with a lower impact on the environment. As this happens, our environmentally conscious customers will want to upgrade their products. Growth will also occur naturally as the population in Australia continues to increase and accumulate more wealth. The home is one area that Australians take great pride in furnishing and exclusive products are increasingly sought after.

### **Insurance**

BizOps holds current workers compensation and public liability, product liability, business asset and business revenue insurance. The company accountant holds all details.

### **Risk management**

See BizOps intranet for the current risk-management procedure.





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## Legal considerations

The following list is current at time of publication and is not exhaustive. Key provisions of relevant legislation from all forms of government, standards and codes such include those related to:

- anti-discrimination legislation
- AS 5037:2005 Knowledge management — a guide
- AS/NZS ISO 31000:2009 Risk management
- Australian Accounting and Auditing Standards
- Australian Securities and Investments Commission (ASIC) requirements
- Australian Taxation Office regulations
- certified and workplace agreements
- codes of practice
- company law
- contract law
- copyright
- corporations law
- duty of care
- employee contracts
- enterprise agreements
- environmental issues
- environmental or sustainability legislation, regulations and codes of practice applicable to industry and organisation
- ethical principles
- federal and state/territory awards/use of Wageline
- financial legislation
- freedom of information legislation
- fringe benefits tax (FBT)
- Higher Education Contribution Scheme (HECS)/Higher Education Loan Programme (HELP)
- Pay as you go (PAYG) tax
- payroll tax
- privacy laws and confidentiality
- Superannuation Guarantee (Administration) Act and superannuation regulations
- unlawful dismissal rules and due process
- work, health and safety legislation, regulations and codes of practice.





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## **Operations**

See BizOps intranet for the current organisation operational plan.

## **Sustainability environmental policy and procedures**

See BizOps intranet for the current sustainability environmental policy and procedures.

