

# BUSINESS PLAN



**Steven Larkins**

146 Dunbar St, Stockton, NSW, 2295

20 October 2019

Revised 24 October 2021

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## **Executive Summary**

### ***The Ownership***

The company will be structured as a sole proprietorship.

### ***The Management***

As a Sole Proprietor, Steven Larkins is the Principal Consultant and Owner of the business.

### ***The Goals and Objectives***

With the acquired knowledge gleaned from over twenty years in business, the goal is to help others overcome the difficulties faced by individuals and businesses alike by...

- Supporting individuals through counselling and/or referral to other professional services.
- Assisting our clients through sharing knowledge and experiences.
- Learning about the clients' needs so as to better support and assist them fully.

### ***The Product***

The primary service provided by the business is as a “***Cultural<sup>1</sup> Consultancy Service***”.

This entails...

- Business Consultancy,
- Personal Consultancy and
- Counselling.

... as well as referral to other professional services.

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<sup>1</sup> Cultural implies appropriateness for the Aboriginal and Torres Strait Islander peoples of Australia.  
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### ***The Target Market***

The Target Market for the business is individuals or small businesses who are seeking cultural assistance to develop their ideas into a business or to grow their business, as well as the cultural counselling support needed for those asking for cultural support in this area.

As this business is primarily an ONLINE service, there is no geographic boundaries for the target market.

### ***Pricing Strategy***

The *Pricing Policy* of the business outlines the services and prices applicable, The main approach to all pricing is to make the services offered by the business as affordable as possible. As the services of the business are primarily conducted ONLINE, the overheads are minimal so as to achieve our goal to make our services the best possible at the most affordable rates.

### ***The Competitors***

The industry is full of Business Consultants and Personalised Counselling Services. This provides a great deal of competition for the business. But it's that competition that will encourage the business to better itself to become an equal competitor in the current market. However there are few Consultants who are focused on the *cultural* aspects of a successful business.

## **Business Plan - Steven Larkins**

### **The Company**

#### *Business Sector*

The owners would like to start a business in the professional and technical services sector.

#### *Company Goals and Objectives*

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- Supporting individuals through counselling and/or referral to other professional services.
- Assisting our clients through sharing knowledge and experiences.
- Learning about the clients needs so as to better support and assist them fully.

#### *Company Ownership Structure*

The company will be structured as a sole proprietorship.

#### *Ownership Background*

Steven Andrew Larkins (owner):

Now retired, I have over twenty years' experience in business. Business acumen is a highly developed skill, obtained by always striving for better outcomes from both formal education and "on the job" or personal experiences.

I have had many successful ventures in my working life. I have also had some not so proud moments in my career. It's the combination of both the good and the bad that lead to a complete skill set for business consulting.

#### *Company Management Structure*

As a Sole Proprietor, I am the Principal Consultant and Owner of our small business.

#### *Organizational Timeline*

Each client is treated as an individual and planned timelines for objective completion is also individualised. This is to ensure that each client receives the best service available for their needs.

#### *Company Assets*

The assets of our small business are primarily the Intellectual Rights of the owner and Principal Consultant of the business. All other assets are contained in the business Asset List.

## **The Product**

### *The Product*

The primary service provided by the business is as a Cultural Consultancy Service. This entails Business Consultancy, Personal Consultancy and Counselling as well as referral to other professional services.

### *Future Products*

The future goal is to incorporate learned knowledge; client needs and product success into the Business Consultancy and Personal Counselling areas to enhance and extend the current business.

## **Marketing Plan**

### *The Target Market*

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### *Pricing*

The *Pricing Policy* of the business outlines the services and prices applicable. The main approach to all pricing is to make the services offered by the business as affordable as possible. As the services of the business are primarily conducted ONLINE, the overheads are minimal so as to achieve our goal to make our services the best possible at the most affordable rates.

### *Advertising*

The *Advertising Strategy* of the business is firstly by word of mouth from clients assisted. The best way to achieve this is by providing the best service. When this business grows the advertising will extend to forms of social media, such as Facebook and Twitter. Having the business advertised on other sites will also be a component of the Advertising Strategy. Further information will be found in the Advertising Strategy Policy.

## **Competitor Analysis**

### *The Competitors*

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### *Staffing*

The business is set up as a sole proprietorship. As the Principal Consultant and Owner, Steven Larkins will be sole employee of the business.

## **Cultural Experience and Qualifications**

Steven Larkins is an Aboriginal man with ancestry in the Worimi Nation of coastal NSW. Descended from the Russell, Ridgeway and Manton family groups, Steven is a member of the Miangal Clan of the Worimi nation and is a registered Traditional Owner of the lands known as Worimi Conservation Lands.

Steven has been involved with many Aboriginal communities from across Australia. Some of these include Papunya and Yuendumu from the Northern Territory. Steven has worked in Alice Springs NT and Healesville Vic with the local Aboriginal communities.

Holding both state and national positions has given Steven a unique perspective on Aboriginal Culture and Cultural differences across Australia.

SWOT Analysis

**Strengths**

**Weaknesses**

**Opportunities**

**Threats**