**Sales prospectus**

**Date:** Select a date

*[Throughout this template, you’ll see italicised guidance (like this). Remove this text as you finalise your plan.]*

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# Executive summary

[(Tip: Complete this section after you have developed the rest of the document.)

This section should summarise the whole document but not repeat the content. Include 1 or 2 introductory paragraphs about the business. Be positive and enthusiastic. Outline briefly what the sales prospectus kit contains.

Types of things to focus on:

* The purpose of the document and why the business is being sold
* The benefits to a potential purchaser – what is the opportunity you’re offering?
* Strategic business opportunities that are available to a potential purchaser
* Recommendations and a call to action
* Use bullet or numbered points where appropriate]

# Business information

|  |  |
| --- | --- |
| **Legal business name**  Trading names |  |
| **Date registered** | Select date |
| **State registered in** | Select state/territory |
| **Business structure** | Select structure |
| **Australian business number (ABN)** |  |
| **Australian company number (ACN)** |  |
| **Licences and permits**  Australian, state and local. | [Examples: disposal of waste, safe food preparation, real estate agent’s licence] |

## Contact person

|  |  |
| --- | --- |
| Name |  |
| Phone |  |
| Mobile |  |
| Email |  |
| Postal address |  |

## Online and social media details

| **Type of media** | **Address/details** |
| --- | --- |
| Website |  |
| Select type |  |
| Select type |  |
| Select type |  |

# About the business

[Include a brief history, detail the structure of the business, and outline key achievements and the core reasons why your business is successful. Include maps and photographs where relevant. Touch briefly on your reasons for selling.]

## Our history

[Industry experience, major achievements.]

## What our business does

[Briefly describe the products or services you sell. Detailed information will be provided in a later section.]

## Our unique selling point

[What sets you apart from your competition or how do you do things differently?]

## Our organisational structure

[Explain the structure of the business or insert an organisational chart showing positions rather than names of employees.]

# Products and services

[What is your core business? Explain in some detail the goods and services your business provides and how you market them.]

| Product/service | Description | Unit price (incl. GST) | Markup |
| --- | --- | --- | --- |
|  |  | $ | % |
|  |  | $ | % |
|  |  | $ | % |

## Production

[Explain how you produce or develop your products or services and who your upstream suppliers are.]

## Sales and distribution channels

The channels we’ll use to distribute our product or service to customers.

| Channel | Used for | Details |
| --- | --- | --- |
| Select a channel | [Example: Selling our hats internationally online.] | [Example: Hats sold online account for 20% of sales.] |
| Select a channel |  |  |
| Select a channel |  |  |
| Select a channel |  |  |

## Digital technology

[Describe any digital technology that supports the sale of your products or services Examples: online sales, accounting software, customer database]

## Marketing channels

[Describe the marketing channels you use to promote or advertise your products or services. Include:

* digital (SEO, display, social media advertising etc.)
* traditional (radio, television or newspaper advertising etc.)]

# The market

## The problem

[What issues do your customers face in the market? Is there a lack of your service type in a particular suburb? Is the product supplied by other businesses expensive?]

## Our solution

[Describe how your business solves the problem – your unique selling point.]

## Growth strategies

[Talk about strategic goals of the business. Potential buyers may be looking for evidence that the business has direction and growth opportunities. However, to protect business opportunities, it's a good idea to talk in general terms and not give away too much detail.]

## Customer demographics

[Who are your customers? What do they buy and where are they? Is your customer base staying constant or is it growing?]

# Human resources and stakeholders

[Detail how many and what type of staff the business has. This doesn't mean describing specific people. Just briefly outline the different roles and departments within the business.]

## Our staff

[List your existing staff and any staff required for your business. Include yourself and list any major achievements and relevant business experience.]

| Role/  Position | Department/ Location | How many? | Skills and experience |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Providers of advice and support

[Sources of advice and support for your business could include a business mentor, your accountant, a valued supplier or an industry association.]

| **Support type** | **Business name** | **Area of expertise** | **Length of service** |
| --- | --- | --- | --- |
| Example: Accountant. | ABC accountants | Capital gains tax | 5 Years |
|  |  |  |  |
|  |  |  |  |

# Assets

[Detail the business's assets and illustrate with photographs where appropriate. Don't forget intangible assets such as goodwill, patents and trademarks.]

## Premises

[Describe your business premises, the location, facilities and whether you own or lease them.

## Stock and inventory

[What stock do you have? Describe how you store and manage stock. Read more about [stock control](https://www.business.qld.gov.au/running-business/suppliers-stock/stock-control).]

## Equipment

| **Equipment** | **Date bought or leased** | **Cost ($)** |
| --- | --- | --- |
| [Examples: computers, machinery, vehicles] | Select date |  |
|  | Select date |  |
|  | Select date |  |
|  | Select date |  |

## Intellectual property

[List any intellectual property that you have registered or need to protect. Find more information on [intellectual property](https://www.business.qld.gov.au/running-business/risk/ip).]

# Financial information

[Summarise the financial management of the business. Give a brief description of the history and provide an accurate financial forecast. Note: you may want to withhold sensitive financial information or forecasts until the buyer has been qualified.]

## Financial history

[Describe sources and amounts of funding that your business has received. Include your own investment in your business. Describe the financial growth from starting the business.]

## Current finances

[Summarise your business performance over the last financial year in terms of cash flow, profit/loss and balance.]

## Financial forecast

[Describe the forecast profit and loss for the next 3 years. Consider the value of any contracts currently held.]

# Sale price, terms and options

[List the indicative sale price and describe how you arrived at this value. Indicate any terms that are non-negotiable or any options available. For example, key employees or yourself who may continue working in the business for a period of time after the sale to assist with transitioning to a new owner.]

## Sale price

## Sale inclusions and exclusions

[List what is and what is not included so it is clear to a potential buyer what they are getting.]

## Buy-in options

# Supporting document checklist

[The following documents may be of interest to potential buyers, but you should consider the amount of information you are releasing. A good approach, depending on the level of interest, is to short-list potential purchasers and then enter into a non-disclosure agreement prior to releasing sensitive information. Find a [suitable non-disclosure agreement generator](https://www.ipaustralia.gov.au/tools-and-research/small-and-medium-business-resources/non-disclosure-agreement-generator) and more information about [financial statements](https://www.business.qld.gov.au/running-business/finance/essentials/statements).]

Attached documents (where relevant):

☐ Balance sheet forecast

☐ Balance sheet for last financial year

☐ Cash-flow statement forecast (including any assumptions)

☐ Cash-flow statement for last financial year

☐ Market research

☐ Profit and loss forecast sheets (including any assumptions)

☐ Profit and loss for last financial year

☐ Staff resumes

☐ Asset register

☐ [Capability statement or sales brochures](https://www.business.qld.gov.au/running-business/marketing-sales/marketing/business-to-business/capability-statement)

☐ Contracts and customer information