

# BUSINESS PLAN

Location	
Number of Employees	
Years in business	
Why do you want a business plan?	

Growth	Finance	Succession
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Who will be involved in creating your business plan, other than you?	
When and how will you create your business plan? Is there a deadline?	
How often will you review your business plan?	

Business Plan Matrix



VISION	VALUES	DIRECTION
GOALS	STRATEGIES	PLAN
IMPLEMENT	MEASURE	REVIEW

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## Vision

What will your business look like in 12 months?

Describe in detail how you want your business to look.

How many locations, staff and customers? How about turnover? Profits?

How much time will you spend in the business?

Do you have or need an exit strategy? Or succession plan?



## Values

Honesty	Integrity	Fun
Vision	Abundance	Adventure
Hard work	Balance	Challenge
Competition	Control	Creativity
Impact	Joy	Excellence
Reputation	Order	Education
Wisdom	Trust	Synergy
Play	Innovation	Loyalty

Values are those things that are important to you and your business. List your core values below:

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Why do you do what you do?



1	2	3
4	WHY?  Why do you do what you do?	5
6	7	8

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## Setting Goals for your business

**S**pecific  
**M**easurable  
**A**ttainable  
**R**ealistic  
**T**imely

Example:

**GOAL:**

To open another Clinic or Spa  
By January 2015

**Strategy #1:**

Look for best new location

**Strategy #2:**

Employ/ find ideal Team

**Strategy #3:**

Generate finance to fund the new  
Clinic/Spa.



### Goal No. 1

#### Strategy #1

#### Strategy #2

#### Strategy #3

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## Setting Goals for your business

Specific  
Measurable  
Attainable  
Realistic  
Timely



Goal No. 2
Strategy #1
Strategy #2
Strategy #3

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## Setting Goals for your business

- Specific
- Measurable
- Attainable
- Realistic
- Timely



Goal No. 3
Strategy #1
Strategy #2
Strategy #3

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## SWOT Analysis

**Strengths** (What are your organisations strengths?)

**Weaknesses** (What are your organisations weaknesses?)

**Opportunities** (What opportunities exist right now?)

**Threats** (What are the threats to your business right now?)

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Critical Success Factors (What are the key things that have to happen in order for you to succeed?)

Resources Required - What extra resources will you need to accomplish your plan?



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## FINANCE

Profit and Loss Forecast  
Cash-Flow Forecast  
Balance Sheet Forecast



### Things to think about...

How will you handle difficulties with cash-flow?

Do you need cash reserves?

If for some reason business stops temporarily tomorrow, how many days will your business survive before you run out of money? (Days to zero cash)

[You can insert your forecasts and previous actuals here]

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## OPERATIONS

Do you have clear systems and procedures within your business? Explain...

If someone bought this business, would they be able to walk in and run it without you?

Who is or could be responsible for systemising your business?

How are your business systems recorded and maintained?

## MARKETING

**How are you getting your message out there?**

Create a detailed marketing plan

Include:

- Marketing Budget

- Marketing resources, people, marketing material/collateral, relationships, etc

- Strategic alliances

- E Commerce and online strategy

- Advertising plan

- Building trust and reputation

- Define your audiences and outline the customer experience



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## HUMAN RESOURCES



Who are your key team members?

Do all of your team know and understand the vision for the business?

Are they on board?

How are you keeping them engaged?  
(Money, recognition, lifestyle, flexibility, incentives, responsibility, etc.)

How do you train and grow your team?

Do you have an advisory board? Who are they?  
(Accountant, Lawyer, Business coach/mentor, Trusted advisors)

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## EXECUTION

Who will be responsible for achieving the goals and projects of the business?



When and how will these be accomplished?

What are the milestones for success for each goal and project?

What accountability systems will be put in place?

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## REVIEW

When will you review this process and plan? And how often?



Who will you review this with? Your team? Your partner?

How will you measure the results?

How will you know if the plan has been successful?

What have you learned from following the plan?

Has the plan helped you achieve your goals and vision?

How will you revise and improve this process for your next planning session?