




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

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:



Why do you do what you do?

	<p>WHY? Why do you do what you do?</p>	

Setting Goals for your Business

Specific **M**easurable **A**ttainable **R**ealistic **T**imely

Example:

Goal: *To open another Clinic or Spa by January 2017*
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

Setting Goals for your Business

Specific **M**easurable **A**ttainable **R**ealistic **T**imely

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

Setting Goals for your Business

Specific **M**easurable **A**ttainable **R**ealistic **T**imely

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

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?)

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?

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]

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 and 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

Human Resources

Who are your key team members?



Do all of your team know and understand the vision of 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)

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?

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?

