

Instructions page



PLAN YOUR BUSINESS.

Business Plan Template

You have the opportunity to complete a Business Plan for your business using the following template.

<INSERT ICON> Where you see this icon throughout the modules, you will be given an activity to complete a particular section of your Business Plan.

By the end of the course, you should have a Business Plan for your business.

Remember to save your Business Plan document after completing each activity, so that it is ready for subsequent activities.

Before printing your Business Plan:

- a) Delete these instructions
- b) Right click the Table of Contents and choose *Update Table - Update Entire Table*
- c) Delete comments in right hand margin once the section is complete.
- d) Delete this instructions page prior to print so it is not included in your plan.

DELETE PAGE AFTER PRINTING

[can you put this on a lean on the bottom half of this page like a watermark]

[Insert logo]

[Insert Business Name]

BUSINESS PLAN

As at [Insert date]

Business Plan

CONTENTS

Introduction.....	3
Product.....	4
People.....	6
Place.....	7
Promotion.....	8
Price.....	9
Performance.....	10
Risk analysis.....	11
Contingency planning.....	14
Succession Planning.....	15
Building a Support Team.....	16

Introduction

Business Name

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Business Profile

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Mission Statement

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Core Values

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Goals

- | | |
|---|--|
| <ol style="list-style-type: none">1. Long-term vision:2. Short to mid-term vision: | |
|---|--|

Product

Product Overview

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Customer Profile

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Competition Profile

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Competitor Analysis

Factor	My Business Rating out of 10	Competitor 1 Rating out of 10	Competitor 2 Rating out of 10	Competitor 3 Rating out of 10

Commented [N1]:

1.Come up with a list of factors that are important in your business and list in the first column.

2.Rate both your business and competitors out of 10 on each factor.

3.You may wish to get someone else you trust to give you some honest feedback to assist you with rating your business. Your employees may also have valuable feedback.

Unique Selling Proposition

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Technical Specification	

Production and Distribution Process	

People

Commented [N2]:
1.Draw an organisational chart for the business and identify the major functions of the business. This can be done for a sole trader to identify the different roles that must be covered, i.e. owner/investor, CEO, then operations, marketing, finance, HR, sales, service.

2.Under each function list the key relationships and responsibilities of the role.

3.Then, identify the skills required and desired behavioural competencies for each role.

Organisational Chart					
<div></div>					
<div></div>					
<div></div>					
<div></div>					
<div></div>					
<div></div>					
Relationships					
Responsibilities					
Skills					
Behaviours (values)					

Location decision matrix							
Factor (a)	Importance (b)	Location A		Location B		Location C	
		Score(c)	Total(d)	Score(c)	Total(d)	Score(c)	Total(d)
TOTAL (e)			0		0		0

Location Overview

a) Factor: list the criteria being considered for the location. Include criteria that are most relevant to the business.

b) Importance: rate the importance of each factor using a numerical scale of 1 – 10, with 10 being the most important.

c) Score: rate how well each location meets the criteria using a numerical scale of 1 – 5, with 5 being the most ideal.

d) Total for each factor and location: multiply the weighting of the criteria against the score for the location. i.e. (b) x (c) = (d) in the table below.

For example:

Factor: Access to customers

Importance: 10

Score for location A: 3

Final score for location 1: $10 \times 4 = 40$

e) Final scoring for each location: tally up the scores for each location, i.e. add all scores in the Total (d) column together. The location with the highest score should logically be the best location for the business.

f) If you don't tend to intuitively agree with the outcome, recheck your factors and ratings of importance, then check your score for each location and your totals.

Commented [N4]: $(b) \times (c) = (d)$

Commented [N5]: Right click and choose update to have this field re-calculate the total for you.

Promotion

Target Market

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Customer Need

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Elevator pitch

For _____, who are _____. _____ is a _____ that will

_____.

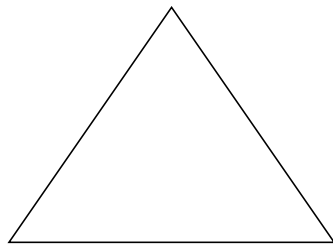
Customer Communication

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Price

1. Consider the Price-Quality-Speed Triangle and identify where your product is located.
2. Then, identify how this, and any other factors such as increasing costs, affects your pricing strategy and whether this is consistent with current pricing and note any changes that may need to be implemented.

Price, Quality, Speed Triangle



Pricing factors for consideration

Pricing strategy

Performance

1. Identify up to 5 Key Performance Indicators that align to the Purpose of the business.
2. Then consider how this could be measured under each of the 'P's' below.
3. Finally, identify when and how this measurement is to be implemented (short, medium, or long term), taking into consideration the ease and cost involved.

Purpose

Product

People

Place

Price

Promotion

Implementation

SWOT Analysis	
STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

PEST analysis

Political	
Economic	
Social	
Technological	

Actions that will turn weaknesses and threats into strengths and opportunities:

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Actions that will mitigate some of the threats imposed by the external environment:

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Asset calculator

Assets At Risk – Calculator			
	Estimated cost of replacement	Risks (1 to 7)	Severity (1 to 5)
Plant	\$		
Equipment	\$		
Fixtures and Fittings	\$		
Stock	\$		
TOTAL	\$		
	Estimated cost of disruption (assume 1 week)	Risks (1 to 7)	Severity (1 to 5)
Sales revenue	\$		
Rent	\$		
Loan repayments/interest	\$		
Other	\$		
TOTAL	\$		
GRAND TOTAL	\$		

1. Human error
2. Equipment failure
3. Supplier and other 3rd Party Failure
4. Environmental hazard
5. Disasters
6. Sabotage
7. Changing market trends

Contingency planning

	Impact on business	Actions to mitigate	By when?	Who?
Human error				
Equipment failure				
Supplier and 3 rd party failure				
Environmental hazards				
Disasters				
Sabotage				
Changing market trends				

Commented [N6]: 1.Think about the impact the following seven categories might have in the business. Write your thoughts next to each category.

2.Now consider some of the actions that need to be taken in order to mitigate and/or improve these impacts and record them in the third column.

3.Lastly, nominate a date for these actions to be implemented and assign someone to be responsible for ensuring it happens.

Succession Planning

Long term Personal Goals

Long term Business Goals

Building a Support Team

Team member	Name	Contact details
Example: Accountant	Joe Bloggs	123 ABC Street Bloggsville 1234 Ph: XXXX XXXX Mb: 04XX XXX XXX