

## Business - Creating a Business Plan

### Ideas and Starting

- What are our mission/vision/key objectives?
- Brainstorming/awayday/facilitator
- Responsibility - chief executive or key individual
- Contributors - management team/staff/key individuals/external support

### Framework

- Market - What is our market, competitors, new products, trends, market growth and share, influences, political, geographic, economic.
- Technology - product development, new products, production and delivery methods, costs.
- Key statistics/financials - history, trends, financial model.
- SWOT - analysis of strengths, weaknesses, opportunities and threats
- Key issues

### The Plan

- Clear, concise documentation - say 8 pages plus appendices - remember it must get the reader's attention.
- Includes
  - mission/vision
  - position analysis - SWOT
  - key objectives
  - market
  - technology
  - production/service delivery
  - people/management
  - financial inc capital and property
  - realistic cash flow and exit plan for potential investors

### Using the Plan

- Summarise and promote
- Regular review and measurement against, at least quarterly.
- As basis for annual budget, people objectives, action plans
- Update and rewrite on a regular basis - keep it live