

Business Planning

Dimension	Comments	Headings
1. Vision Vision, (Goals, Aspirations) (Where going) Motto, Mission (What we do)	Our Vision Our Mission Our Motto	Introduction Vision , Motto, Mission
2. Passion Motivation	Why we are confident – What motivates us; gets us excited. What are our strengths, weaknesses, opportunities & threats?	Motivations / Belief Current SWOT
3. Strategy “Continually Allow for Change” Products, Services, Outputs Strategic Plan (Implementation) Business Plan Finance Management style (Teamwork) Objectives-Goals (Goal-getting) Structure (Manning / Staffing) Organizational Culture	Implementation: What are the major steps to reach our vision (Strategic plan – Objectives) What are our products or services What is our Business Plan including Financial projections Where will we locate What type of organization are we - What are our Manpower requirements and projections – What will be our organizational structure & culture Future SWOT	Present Status Location Products / Services Organizational Culture Management & Personnel Financial Data <ul style="list-style-type: none"> • Sources & Funding Application • Capital equipment list • Projected Balance sheet • Projected Income Statements • Cash Flow Projection Research & Development Implementation
4. Market - Customers Identifying/Defining the Market Local & Global Influences Image Marketing Selling Advertising Distribution Packaging Merchandising	Who are what are our market Who or what is our competition What image do we want to develop How will we distribute our product or supply our services What are our marketing strategies How will we sell and advertise How will we package our products How do we merchandise	The Market <ul style="list-style-type: none"> • Market analysis Competition & Feasibility Study Customer / User Profile Marketing Strategies & sales Plans Image
5. Organization Operational Systems; Planning Tools	What systems do we need to put into place	Operational Plans Planning principles
6. Information - Records Record keeping Information flow Data collection Financial records Reporting Research facilities Trending Use of Technology	What information do we require and how are we going to continually obtain and record it What reports are required What research do we need to do or maintain What technology will we use.	Legal requirements – operation & personnel Operational Information – databases Financial /accounting records Reports Technology
7. Decision making Empowerment Participation Delegation Levels of Authority Responsibility	How will we structure decision making and levels of authority (related to Organizational culture)	Problem-solving principles Personnel Empowerment – levels of authority & accountability
8. Communication - Network Meetings (Formal & Informal) Written, Audio, Video, Electronic Developing Networks Feedback & Presentation techniques	What do we need to communicate to who and how. What is our network and how can it be improved	Communication strategies (internal & external) Formal meetings (scheduled) Current Network & network development strategy
9. Customer Service Relationship building; Dimensions of Service; Customer Service Policy “Customer Bill of Rights”	What can we do to “surprise” our customers, provide unique service, build and maintain relationships	Customer Service Policy Relationship building philosophy
10 Values & Standards Core values -Integrity, Efficiency, Excellence, Quality - Discipline Competence (Education, Training, Experience) - Output Orientation Environmental conservation Measurement	What are our core values How do we maintain competence What are our specific “green” policies How do we measure and report on our values and standards	Values Standards Competence policy and strategy Environmental policy Measurement

My Enterprise / Project

Introduction/ Summary

1. Vision

Vision, (Goals, Aspirations) (Where going) Motto, Mission (What we do)

Vision

Motto

Mission

2. Passion

Motivation

Motivations / Belief

Current SWOT

3. Strategy

“Continually Allow for Change”; Products, Services, Outputs; Strategic Plan (Implementation); Business Plan; Finance; Management style (Teamwork); Objectives-Goals (Goal-getting); Structure (Manning / Staffing); Organizational Culture

Present Status

Location

Products / Services

Management & Personnel

Financial Data

- **Sources & Funding Application**

- **Capital equipment list**

- **Projected Balance sheet**

- **Projected Income Statements**

- **Cash Flow Projection**

Research & Development

Implementation Plan

4. Market - Customers

Identifying/Defining the Market; Local & Global Influences; Image; Marketing; Selling; Advertising; Distribution; Packaging; Merchandising

The Market

- **Market analysis**

Competition & Feasibility Study

Customer / User Profile

Marketing Strategies & sales Plans

Image

5. Organization

Organizing ourselves and others; Operational Systems; Planning Tools

Operational Plans & Systems

Planning principles

6. Information - Records

Record keeping; Information flow; Data collection; Financial records; Reporting; Research facilities; Trending Use of Technology

Legal requirements – operation & personnel

Operational Information – databases

Financial /accounting records

Reports

Technology

7. Decision making

Empowerment; Participation; Delegation; Levels of Authority; Responsibility

Problem-solving principles

Personnel Empowerment – levels of authority & accountability

8. Communication – Network

Meetings (Formal & Informal); Written, Audio, Video, Electronic; Developing Networks; Feedback & Presentation techniques

Communication strategies (internal & external)

Formal meetings (scheduled)

Current Network & network development strategy

9. Customer Service

Relationship building; Dimensions of Service; Customer Service Policy; “Customer Bill of Rights”;

Customer Service Policy

Relationship building philosophy

10 Values & Standards

Core values -Integrity, Efficiency, Excellence, Quality – Discipline; Competence (Education, Training, Experience) - Output Orientation; Environmental conservation; Measurement

Values

Standards

Competence policy and strategy

Environmental policy

Measurement
