



# Kestrel Business Assist

## Developing a Basic Business Plan

The plan covers the following points;

1. Identify Strengths, Weaknesses, Opportunities and Threats.
2. Market Strategy.

Analyse current position. Compare the customer base to your market base; identify major customers, customer categories, demand (elastic, finite, saturated etc), competitor relevance and analysis. Establish profit break-up by product.

3. Goals and Objectives.

Set a realistic goal, for example to increase customers by 25% for each year for 2 years.

The depth of these goals depends on your requirement. For example, if you have a need for Loan approval they need to be very rigid and realistic.

Objectives are how you believe you would achieve the agreed goal. Usually they would be linked very strongly to your marketing plan. Conduct awareness promotion etc, etc. Promote to existing customers.

Establish Performance Indicators and monitor them monthly to track progress. These would include sales, profit, new customers, cash flow etc.

4. Change Management

Identify and prepare for change in our marketplace. Do we need to prepare staff for change?

5. Resources

Personnel, Facility, suppliers, finance, etc.

What can we realistically achieve with the available resources? Do we require further resources to achieve our goals?

6. Unique Selling Proposition and Mission Statement

Why should our customers buy from us? This is a tag line capturing the essence of the business. Quality product, experience, passion etc. The Mission Statement highlights the Business Plan, encompassing markets, geographical sales areas, products, services, core competencies, ethics and the Unique Selling Proposition.

7. Action Timetable

Let's get accountable !