



Business Planning

- Vision
- Mission
- Competitive Advantage/USP
- Target Market
- Consider each “*pillar*” of business
 - Sales ~ Marketing ~ Operations ~ Resources ~ Finance
- Where are you now?
- Where do you want to get to?
- How are you going to get there?
- Who's doing what by when?
- What are the “*Now*” and “*Next*” actions
- SWOT Analysis
- A business plan is a “*dynamic*” document

Are you preparing to fail, by failing to prepare?