

## ***Build your own business plan template; A more traditional format template***

If you would like some assistance in building your own business plan template, the following is one is the second of two examples we are providing for you where we offer suggested headings for such a document - all you need to do is to fill in the details.

This example is one example of how you may combine the traditional document format, with the VGOSA methodology for being successful on purpose.

For those who prefer a stricter adherence to the methodology outlined in Phil's book, "Guaranteed Success" then the other example which is provided separately within this section of the website, may prove a better fit for you.

Whatever option you choose for your business plan document, one of these formats, or any other for that matter, it is the end result in terms of what you do with it that is important.

The key to ensuring that what you do with your document is as effective as it can be, is to remember that a business plan is ultimately just a statement of What your business is aiming to achieve and How you plan to achieve it.

And, fortunately, as long as you follow the construction and implementation sequences outlined herein, you will have that and all the tools, skills and processes to make sure it gets implemented successfully.

Bellajack Consulting Templates



*Be Successful, on purpose!*

Neither version represent the only versions that would work for your business and you should therefore include anything else you feel will add value, and exclude any you feel will not.

## **Business Plan Document Contents**

### **Business Plan Executive Summary**

#### **Company Profile**

- Current long term Vision for the business
- Mission Statement
- Shareholding/Ownership Structure
- Business History
- Organisational Structure

#### **Situation Analysis**

- SWOT Analysis
  - a. Strengths
  - b. Weaknesses
  - c. Opportunities
  - d. Threats
- Current Financials (past year)
  - a. Balance Sheet
  - b. Profit and Loss Items
- Customer/Sales Analysis (past year)
- Progress towards the business' Goals
  - a. Financial Goals
  - b. Client Goals

**c. Procedural Goals**

**d. Resource Goals**

- Current Year Business Objectives<sup>ii</sup>
  - a. Financial Objectives<sup>iii</sup>
  - b. Client Objectives
  - c. Procedural objectives
  - d. Resource Objectives

**Marketing Plan<sup>iv</sup>**

- Marketing Projects to be implemented
- Customer analysis – marketing impact analysis
- Cost (time & \$) and projected benefit (\$ & client no.s) of each marketing project
- Scheduled roll-out of marketing activities

**Business Improvement Plan**

- People Improvement
- Resource Changes
- Procedural Enhancements
- Cost (time & \$) and projected efficiency benefit (time & \$) from each improvement

**Projections**

- Timetabled progress towards each objective
- Forecast progress towards each business objective
- Forecast shareholder value (total equity)
- Forecast dividends

**Timetable/Calendar of Events/Review Process Schedule**

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- 1) Personally I would exclude the SWOT analysis as it doesn't actually *do* anything and is often quite time-consuming.
  - 2) Most 'traditional' business plans will only spell out the financial, and possibly the client objectives. If you want to utilize a traditional format business plan document AND you want it to be effective then covering off procedural and resource objectives is highly recommended.
  - 3) This is a good place to include the firm budget(s).
  - 4) Often marketing plans are used in the place of a strategic program. Marketing is important and a marketing plan is a very good idea, however, marketing only focuses on client, and by extension financial objectives. A marketing plan is therefore never going to be an effective substitute for a true strategic program that also covers off resource and process objectives. This is addressed above by the inclusion of the Business improvement plan.