



Simple Business Planning

By
Wayne Moloney

© Copyright 2012 - Inform Consulting Group
This is a publication of Inform Consulting Group Pty. Ltd.
Tel: 1300 348 811
Email: info@informgroup.com.au
Web: www.informgroup.com.au

While every effort has been made to provide valuable, useful information in this publication, this firm and any related suppliers or associated companies accept no responsibility or any form of liability from reliance upon or use of its contents. Any suggestions should be considered carefully within your own particular circumstances, as they are intended as general information only.

One of the biggest problems I see when working with business owners is the lack of understanding of where they are going, and often, where they want to go. As the old adage says “if you don’t know where you’re going, any road will do”.

I work with many organisations helping them get on the right road to success. This starts with knowing where you want to go, and then deciding the best route to get there – a “Business Roadmap”, or to put another way, a business plan.

Developing a business plan is often not about the destination, but how you get there. By putting together a business plan, you force yourself to think through the issues, the potential pit falls, the market etc and prepare yourself for the journey.

Now I understand for many people the thought of developing a detailed business plan is quite daunting, but unless you are trying to impress the bank or an investor, your business plan can be as simple as a single page stating objective and actions.

The following will give you a few ideas for developing a simple business plan for your business.



1. Diagnosis – Where am I now and why?

Ask yourself these questions:

- What is my current position?
- Where am I financially?
- What markets am I addressing?
- Who are my customers?
- How did I get to where I am?

2. Objectives – Where do I want to be and when?

What do I want from the business and life?

These could be financial goals, lifestyle goals, exit strategies. There are no correct answers, it's what you want from the business.

3. Gap Analysis – What do I have to do to get there?

This is a high level view of what needs to be done to achieve your objectives? It might be a level of sales (volume or revenue) in the first and second years. It might be to set clear and measurable key performance indicators. It might be to control costs in respect to sales.

What it won't be is any single thing.

4. Strategy – How am I going to get there?

OK, so now you know what you need to do to be successful, but how are you going to do it?

At this point, start to think through the specifics that will fill the gap. If you want to reach sales of \$x by the end of the first financial year, how will you do this? What markets and customers within those markets?

If you want to control costs at 40% of sales, what processes need to be in place to manage this?

Etc, etc

5. Tactics – What specific actions should be taken by whom, when?

Now you need to be very specific. What needs to be done and when. At this point, you will be setting yourself target dates to achieve specific actions that you have identified to achieve your goals and objectives.

6. Control - Monitor, manage, review, and revise!!!

- What factors should you monitor?
- Set milestones and Key Performance Indicators to measure your performance against your plan.



Once you have worked through this process, capture the information in a format you can use. Not something that looks like War & Peace, but something more like a roadmap – just 4 pages.

While the above will give you an idea for developing a simple business plan, sometimes it helps to have someone to simply bounce ideas off.

Someone with experience in business, but not your business.

Someone to give you unbiased professional advice.

At Inform Consulting Group, we work with businesses at all stages of development. If you would like assistance in getting a business plan started, or in reviewing your progress against your plan – give us a call.

Or why not access other business e.sheets or attend an InForm business webinar. For details go to www.informgroup.com.au.

© Copyright 2012 - Inform Consulting Group