business DEPOT advisory

one page business plan template

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The old saying goes that 'by failing to plan you are planning to fail'. While simply writing a business plan will not guarantee success, there is no doubt that businesses that operate with up-to-date business plans outperform the pack.

Why? Because they know where they are heading and are not simply floating along with the tide. They know their direction and their effort goes into achieving their clearly defined goals and objectives.

As you grow, your business plan provides a framework for developing your business model, guiding your decisions and identifying those key goals and projects that will help you build a great business that fulfills your personal objectives.

The important thing to do is just start, you can update and adjust your plan along the way. Follow your plan, focus your effort, review your numbers regularly and you will be amazed at the progress that you and your team can achieve.

Good luck!

the foundations of your plan

vision

- Vision is about where the company wants to be if it achieves its mission. A great example is McDonald's who want "to be the world's best quick service restaurant experience".

  What is the vision for your business, what will it look like in five [ten, twenty] years time and what do you want to achieve?

mission

- Your mission is defining the overall goal of your business and may include references to products, business scale or even geographic regions. For example,

  McDonald's brand mission is to "be our customer's favourite way to eat and drink".

  If McDonald's achieve this then they will fulfil their vision "to be the world's best quick service restaurant experience".

values

- Your values are your core beliefs that provide the foundation for how your business will interact as a team, with customers and suppliers. These will define your behaviour and guide the business along the journey towards achieving its mission.

  McDonald's values of Responsible Leadership, Inclusiveness, Progressiveness and Local Integration provide the ethical guidance for McDonald's global business.

You can see how the Vision, Mission, and Values combine to provide the skeleton of what the business does, why it does it and the fundamental beliefs that guide behaviour and decisions.

Spending the time to clearly identify these elements will greatly assist you in formulating your business plan as they provide the basis for decision making in the business.

vision	mission	values	priorities	budget
				Revenue
				Gross Profit
				Gross Profit %
				Overhead
				Profit

kpis	ideal client	value propositions	strengths

weaknesses/ vulnerability	opportunities	critical challenge

annual goals	90-day goals	actions to achieve	who	when



You are better off with a B-grade plan and an **A-grade execution...** **not the reverse.**

business DEPOT
advisory

we're here to help you run a business together.



Running a better business means different things to different people. It might be achieving year on year growth, increased efficiency, better processes, a cohesive team or taking every second Wednesday off.

You need to understand what is going on in your business now and what's around the corner so you can maximise your chances of success.

Whether you are just starting out, have growth on your horizons, are feeling stuck in neutral and are out of ideas, or are looking to call it a day, we've got the experience, connections and proven approach to align your thoughts with action.

Get to the heart of the issues that truly matter. If you would like to learn more, book a planning session or have a plan that you would like to review please feel free to contact us at **07 3193 3000** or email us at **oneplace@businessdepot.com.au**

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