

# BUSINESS PLAN THE BASICS MANTRA BUSINESS SOLUTIONS

12 March 2010

## A. Business mission statement

## B. Business goals and objectives as a basis for measuring business performance

## C. Business profile

1. Customer needs
2. Ownership structure
3. Resources
4. OH&S requirements
5. Legal requirements



## D. Marketing plan

1. Environment trends
2. Industry conditions
3. Products/ Services
4. Competitors
5. Target customers
6. Marketing strategies

## E. Production/ operations plan

1. Customer service and support systems
2. Means of supply and distribution
3. Industrial relations climate and quality assurance considerations

## F. Personal Plan

1. Management details
2. Organizational Structure
3. Staffing strategies
4. Personal controls
5. Relevant stake holder interests identified.



## G. Financial plan

1. sources of funding and costs of finance to provide required liquidity and profitability for the business
2. projections of likely financial results (budgeting)

## H. Risk management strategies

1. Occupational Health and Safety requirements
2. Security systems to provide physical security of premises, plant, equipment, goods and services
3. Measures to manage risk including securing appropriate insurance to cover loss of earnings through sickness/ accidents, drought, flood, fire, theft, professional indemnity

## A. Contingency plan

Explain specifically how you would deal with each area under the headings as above.



This outlined is structured to help structure a business plan. Identification of these issues will help businesses plan for the unexpected. Proactive organizations cope better with difficult situations.

**Mantra**  
*If you fail to plan,  
You plan to fail*