



Enterprise North Shore
The Economic Development Agency
For North Shore City

Business and Marketing Planning

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1. **Purpose of the Business**

- What is the business? Overall aim of the business
- Whose needs does it serve?
- What is its potential?

2. **Product or Service**

- What does the product or service do?
- What problems does it solve?
- Why is it unique? (not just that it is unique but WHY)
- How will it be developed further?
- What primary competitors are you competing against?

(Tip – Don't just look at your product / service from your perspective, look at it from the customers' viewpoint. How would they answer these questions?)

3. **The Market**

- Who is my customer and what are their problems?
- What motivates them to buy?
- What motivates them to buy from you?
- Who are they? When do they buy? How do they buy? If it is a business then who are the decision makers?
- What / Who influences their decision to purchase?
- What is important to them?
- Do they have needs that are not being satisfied satisfactorily?
- What type of media do they respond to?
- How many of them are there – realistically?

(Tip – when answering the question “Who is my customer?” – do not answer “everyone”)

- Who sells your product / service?
 - How is it promoted / advertised?
 - How is it priced? (Cost price, selling price, margin, price position etc)

 - Who are your suppliers?
 - How do they assist you to produce / market / commercialise you product / service?

 - What are the main strengths within the business?
 - What are the main threats, opportunities for your business in the external environment?

 - What key issues need to be addressed from the above analysis? (In order of priority)
- 4. Objectives**
- What are the 3 or 4 key objectives for the business that will address the main issues identified above? (Short term, Long term – quantified and measurable)
- 5. Action Plans**
- What specific actions will be taken to achieve the objectives? (who, how, where, when and with what resources)
- 6. Budgets and Controls**
- What sales targets & why you feel they are achievable?
 - What promotional/advertising budget?
 - What capital and financial requirements & when? What is it to be used for? Where will you get it?
 - What profit?
 - What cash flow?
 - How will the targets and budgets be monitored and reviewed? Who will monitor them?
 - What action will you take if the plans and targets need to be changed? (review sales targets up/down, adjust budgets, time frames, cost structures etc)
- 7. People Plan**
- When will you need staff and how many
 - What attitudes and skills do you need from your staff that will fit best with your business - culture
 - How will you find these people
 - How will you reward them
 - Do you have a win/win philosophy
- 8. Risk Strategy/Business Continuity**
- What is the worst case scenario's that could put you out of business
 - What plan do you have to overcome or at least weather these potential risks

Additional Option Business Plan

BIZ Business Planning Template

Locate at <http://www.biz.org.nz/public/content.aspx?sectionid=81&contentid=1594>

Or go to www.biz.org.nz

First page select **Considering Starting A Business**

Next Screen select **Before You Start A Business**

Next Screen, left hand side of page **“Develop Your Own Business Plan”**

Starting Off Right Workshop

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