

# BUSINESS PLAN SAMPLE

This Business Plan Sample is designed as a guide for use by members of the Employers' Chamber. It is part of a suite of resources to help businesses put in place effective practices and procedures for their organisations.

Please be aware that no generic document can cover all circumstances and that you may need to adapt this to the needs of your business.

If you need further assistance with putting this resource into effect, or with other employment or business issues, please call the Employers' Chamber Advisers on (03) 366 5096.

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ORGANISATION NAME

**Business Plan Year/Year**

Date



This sample business plan is one that the Employers' Chamber uses annually for setting goals for the year ahead. The first part of the plan covers background, while the second part details the various goals. Every year the Board provides key strategic goals. All staff are given these goals and asked to develop specific operational goals which will help achieve the strategic ones, then identify actions to achieve the goals. A timeline and key performance indicators are wrapped around this, with regular review on progress against the goals.

**BELOW IS THE BUSINESS PLAN OUTLINE:****A. Background****1. About this Plan**

Explanation of plan and it's purpose.

**2. Executive Summary****3. Vision**

A brief description of where you see the business in the next 3-5 years. This description should include market share, product line depth, consumer perception of the entity etc.

**4. Major Strategic Goals**

Up to five strategic goals.

**5. Statement of Strategic Intent****6. Long-Term Strategic Objectives**

Issues and actions.

**7. Quarterly Targets****8. Dashboard of Key Performance Indicators****9. Staff**

The following information applies to all personnel employed by the organisation:

- General Conditions of Service
- Salary and Performance Review Process

**10. Difference to be Created in the Year Under Review****11. Stakeholder Communication Plan**

List specific communication channels & stakeholders

**12. Risks and Vulnerabilities**

List the risks and vulnerabilities as identified by the organisation (a SWOT analysis of sorts)

**13. Key Performance Indicators**

This is the bulk of the plan with KPIs noted for each specific action

**14. Organisational Structure**

**B. Business Plan Goals and Objectives Chart**

The following is an example of what goals and objectives should be covered in a business plan. By documenting the areas of responsibility the key person and additional resources (internally – staff or externally – contractors/service providers) will be clear on the direction and objectives of the organisation.

These should be linked to a timeframe. It’s important that the goals and objectives are:

- Specific
- Measurable
- Attainable
- Realistic Time Frame

Identify your organisation’s goals and objectives for the coming year(s). Where possible, include your key stakeholders in the process. By including them, they may be able to give you the value of their knowledge, while gaining their buy-in to the organisation’s goals and objectives.

No.	GOAL [END RESULT OF SERVICE TO CLIENT]	ACTION [WHAT IS REQUIRED TO PROVIDE THAT SERVICE]	RESPONSIBILITY [WHO IS GOING TO DRIVE THIS]	ADDITIONAL RESOURCE [INTERNALLY AND/OR EXTERNALLY, OR IT ETC]	KPI [REPRESENTS THE MEASURE TO ACHIEVE THE GOAL]	TIMELINE [DEADLINE TO COMPLETE THE KPI]

Example:

No.	GOAL	ACTION	RESPONSIBILITY	ADDITIONAL RESOURCE	KPI	TIMELINE
1	Account Management	Proactively account manage a select number of clients, assessing their requirements, meeting and exceeding their expectations. Use as a resource for future growth.	[key person]	All staff	All staff are provided with a list of clients to contact, guidelines are set in place and reporting account management work set up.	
2	Marketing	Develop and implement a marketing strategy to be used in-house.	[key person]	Management staff	All staff are aware of marketing plan and sales targets and timeframes, e.g. 20 sales per month.	

