

## **Wise HR Partnerships Simple Business Plan**

### **Vision**

The vision is a picture of the end result. Focus on what you want to create, not what you want to eliminate. It is something that you can actually see, not vague. The vision focuses on the end result, not on the how to get there.

### **Mission or Purpose Statement**

This question answers: Why do you exist? What business are you really in? What need does your business fulfill in your customer's mind? What purpose do you serve?

### **Values**

Values are deeply held beliefs that certain qualities are desirable. Values define what is right or fundamentally important to your company. They provide guidelines for your choices and actions. There should be a few, not a lengthy list. Your personal values and your business values should overlap. Clearly describe the "how" your vision and mission will be accomplished and consistently acted upon.

**Describe the product or services you will provide in some detail. What product or service do you have to offer to your customers?**

**Target Market:**

Who are your customers? What data do you have on your customers? Specify their age, income level, biographical data and geographical area. There may be more than type of one customer.

**Strategy**

*How will your business compete successfully in a particular market? The strategy is the “how are you going to get where you want to go?”*

Develop business relationships with xxx.

Develop product x

Offer at-home service.

**Marketing Objectives/Goals:**

*Example: Create a training program that is related to your business to present to your target market by June 2012.*

*Example: Hold an open house to introduce my business by September 30, 2011.*

*Example: Join the Chamber of Commerce in September 1, 2012 and attend at least 2 events per month.*

## **Business Operations Objectives/Goals:**

*Example: Hire employees as customer service representatives.*

*Example: Develop and write business processes.*

## **Financial Objectives**

*Example: Have \$20,000 in sales by the end of the second year.*

*Example: Sales in x product equal to 20% of the total sales; 80% of sales in xx.*

## **Personal Objectives**

*Example: Get training in public speaking.*

*Example: Take a week of vacation in the month of December.*

## **Action Plans**

*This is the tactical portion, the to-do list for each of these areas. Keep it updated and use the SMART system.*

*Specific*

*Measurable*

*Attainable*

*Relevant*

*Time-based*

## **Marketing**

*Example: Create a brand and logo using a Marketing Consultant specializing in small businesses by September 25, 2011.*

*Example: Create a website by contracting with a website developer and getting assistance from xxyzz in writing the content by October 31, 2011.*

*Example: Develop brochures and business cards with the brand and logo by November 30, 2011.*

## **Business Operations**

*Develop and document the process for handling customer complaints and train all of the employees on the process by November 15, 2011.*

*Develop a customer satisfaction survey and begin to use it by January 1, 2012.*

## **Finance**

*Review and analyze the financial reports monthly by the 15<sup>th</sup> of the following month to determine which area of the business are the most profitable.*

*Pay off xx by January 15, 2012 by paying \$x per month.*

## **Personal**

*Cross train xxx employee in the operations of the business so that she can manage the business when I take the week off in December.*

*Go to the gym on Monday, Tuesday, Wednesday and Friday for 40 minutes to work out at 6 a.m.*