

BUSINES PLAN FOR BUSINESS GROWTH- FREE TEMPLATE

Here are simple questions you need to answer objectively to start the process of planning for business growth.

1. Briefly describe the strategic choice and decision taken over the last twelve months?

2. What is the vision of the business going forward?

3. What are the specific goals you want to achieve in the next twelve months?

4. What are the specific goals for the next twenty four months?

5 What resources do you have at present to achieve your goals and vision and what are the gaps?

6. What is the target market of the business – describe them clearly

7. What will be the specific products and services you offer your market- describe them clearly and link them to the respective target market.

8. What is the profit margin for each of these products.

9. What resources are required to achieve these goals you have set yourself- personal and non personal- people , money, building, IT equipment and more

10. What do you know about the industry that you want to focus your core operations- PEST Analysis

11. Who else compete in this market and what will be your USP

12. How do you plan to market your services to the target market- Seven Ps

Products

Price

Place

Promotion

People

Processes

OK- that's it for now.

The answers to these questions should give you a clear sense of direction of your business or lack of direction where things are unclear.

If you need assistance with developing a business plan to support the growth of your business, do contact BSS Management Consultancy today.