**ACTION PLAN**

**Business Details**

|  |  |
| --- | --- |
| **Name of Business** |  |
| **Principle Owner** |  |
| **Address** |  |
| **Postcode** |  |
| **Telephone Number** |  |
| **Website** |  |
| **E-mail** |  |
| **Legal Status** |  |

**Creating the Brand**

|  |  |
| --- | --- |
| **Nature of Business** |  |
| **In a simple succinct statement state the aim of your business** |  |
| **List your core values** |  |
| **When do you want to start selling cakes?** |  |
| **If you could describe your business as an animal what would it be and why?** |  |
| **If you could describe your business as a car what would it be and why?** |  |
| **Using the last two answers consider the Brand you are looking to create and describe it** |  |

**Business Objectives – view this daily**

**Create SMART Objectives – Specific, Measureable, Achievable, Realistic & Time bound**

|  |  |
| --- | --- |
| **Within 3 months** |  |
| **Within 6 months** |  |
| **Within 12 months** |  |
| **Within 24 months** |  |
| **Within 36 months** |  |

**The Competition**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name of Business** | **Describe what they do well** | **Describe what they could improve on** | **Marks out of 10** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Capacity**

|  |  |
| --- | --- |
| **How much time can you give to the business each week?** |  |
| **How much time will be taken up by admin?**  **i.e. ordering stock, taking orders, marketing, bookkeeping, delivering** |  |
| **How much time does that leave for cakes?** |  |
| **How long does it take to make a birthday cake from start to finish?** |  |
| **And a wedding Cake?** |  |
| **How many cakes can you make at full capacity?** | 1. **Birthday** 2. **Wedding** |

**Marketing Plan**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Activity** | **Start** | **Live** | **Cost** | **Measure** | **Comments** |
| **e.g. Competition local paper** | **01/04/10** | **01/05/10** | **£200** | **Promo code 1** | **Win a wedding cake. Code ‘1’ 10% OFF.** |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

**Admin and Compliance**

* **Environmental Health**
* **Insurance**
* **Business bank account**
* **Approval from lender if property is mortgaged**
* **HMRC**
* **Suppliers**
* **Other…..**

**Plan of Action**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Action Required** | **Priority**  **1:10** | **By [date]** | **Responsible** | **Comments** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

DATE FOR REVIEW: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Using Annexes B (Set up costs) C (running costs) prepare your Cashflow forecast at Annex F