

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