

**BUSINESS ACTION PLAN**

**Business Name:**

**Principle Owner:**

**Key Business SMART Objectives:**

**(to include what you want to earn working how many hours and by what date. Include personal objectives, award etc as separate objectives)**

**Elevator Statement:**

**(1 minute promotional statement)**

**Financials:**

* **Monthly running costs**
* **Ingredient %**
* **Pricing guides**
* **Capacity planning**
* **Cashflow forecasts**
* **Next review date**

**Brand:**

**(describe your brand, your target audience and your business core values)**

**List your top USPs:**

**(minimum of 3)**

**Complete a full SWOT Analysis:**

**(strengths, weaknesses, opportunities, threats)**

**Marketing Plan:**

**List what SMART marketing tasks you aim to complete within:**

* **2 Weeks**
* **4 Weeks**
* **8 Weeks**
* **3 months**
* **6 months**
* **12 months**

**Marketing Plan Template:**

|  |  |  |  |
| --- | --- | --- | --- |
| **DATE** | **TASK** | **Objective** | **Comments** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Business Plan Milestones:**

**List what SMART business objectives tasks you aim to complete within (excluding marketing):**

* **2 Weeks**
* **4 Weeks**
* **8 Weeks**
* **3 months**
* **6 months**
* **12 months**

|  |  |  |  |
| --- | --- | --- | --- |
| **DATE** | **TASK** | **Objective** | **Comments** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Date Complete:**

**Next Review Date:**

**Name of Reviewer:**