

# CAKEFLIX BUSINESS BOOT CAMP

## 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 |
|------|------|-----------|----------|
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### 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 |
|------|------|-----------|----------|
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**Date Complete:**

**Next Review Date:**

**Name of Reviewer:**