ACTION PLAN

1. Company Name:

2. Address:

3. Structure:

Sole trader, partnership, LLP, Ltd, PLC etc

4. Owner:

5. Started trading:

6. Date VAT Registered:

UK Businesses only. By registering for VAT you get to reclaim VAT on all purchases, but as cakes are zero rated for VAT there is not VAT to charge your customer. VAT must be registered when turnover exceeds £85k, but a business CAN register for VAT at any turnover.

7. Key SMART Objective:

Suggestion: I want to earn £X profit, Working Y hours a week, by DATE.

8. What needs to be achieved within the next 12 Months to achieve the Key Objective:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Task | Defined goal | To be Completed by: | Actions | Comments |
| *1* | *Set up website* | *01/06/2023* | *Draft a design 20/1/23* |  |
|  |  |  | *Meeting developer 1/2/23* |  |
|  |  |  | *Need images by 1/4/23* |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

Objective; next check-point (1) date: ­­\*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\*

9. Financials:

* Turnover forecast for next 12 months \_\_\_\_\_\_\_\_\_\_\_\_
* Cost of Sales % for next 12 months \_\_\_\_\_\_\_\_\_\_\_\_
* Net profit for next 12 months \_\_\_\_\_\_\_\_\_\_\_\_\_

Financials; next check-point (2) date: ­­\*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\*

10. Planned number of average hours worked per week\_\_\_\_\_

Working hours; next check-point (3) date: \*\_\_\_\_\_\_\_\_\_\_\_\_\_\*

11. Marketing Plan:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Task | Defined goal | To be Completed by: | Actions | Comments |
| *1* | *Preferred supplier at 2 new venues* | *01/09/2023* | *Present at 10 venues to speak to wedding coordinator by 1/6/23* |  |
| *2* | *Have cakes displayed in top hair salon* | *01/06/2023* | *Approach the top 5 salons in the area by 1/5/23* |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

Marketing; next check-point (4) date: ­­\*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\*

11. SWOT Analysis key outcomes

12. Next key check-point date: \*­­\*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\*\*

To be checked by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_