

## OBJECTIVE:

OBJECTIVES = MEASURABLE RESULTS OR SPECIFICS: LIST 6 OR 8 GOALS THAT YOUR BUSINESS MUST ACHIEVE IN ORDER FOR YOU TO BE SUCCESSFUL?

## STRATEGY:

STRATEGIES = HOW YOUR BUSINESS WILL BE BUILT & MANAGED. DESCRIBE 6 OR 8 THINGS YOUR BUSINESS MUST DO EXTREMELY WELL OVER TIME TO BE SUCCESSFUL?

## PLAN:

PLANS = TASKS TO BE COMPLETED WHAT ARE THE 6-8 SPECIFIC BUSINESS DEVELOPMENT PROJECTS YOUR BUSINESS MUST SUCCESSFULLY COMPLETE - AND BY WHEN?

## MISSION:

YOUR MISSION STATEMENT DESCRIBES WHY THE BUSINESS EXISTS FROM THE CUSTOMERS PERSPECTIVE

WHAT DO YOUR CUSTOMERS WANT FROM YOU?

WHY DOES YOUR BUSINESS EXIST?

## VISION:

YOUR VISION STATEMENT DESCRIBES WHAT YOUR BUSINESS WILL LOOK LIKE IN 1 / 3 / 5 YEARS

# THE DOWN & DIRTY A4 PLAN

WHAT ARE YOU REALLY GOOD AT?

IN AN IDEAL WORLD - WHERE WOULD YOU SPEND MOST OF YOUR TIME THAT WOULD BE BOTH ENJOYABLE AND PRODUCTIVE... A BEACH BAR DOESN'T COUNT... NOT YET!

## PLANNED OUTCOME:

WHAT FINANCIAL RETURN WILL YOU AIM TO ACHIEVE AS A RESULT OF YOUR EFFORTS? THIS IS WHERE YOU NEED TO EXTRAPOLATE THE HIGH LEVEL NUMBERS TO SEE THAT YOUR BUSINESS MAKES SENSE FROM THE START!

## S.W.O.T. ANALYSIS:

A BASIC SWOT ANALYSIS IS ONE OF THE MOST EFFECTIVE MANAGEMENT TOOLS I USE. IT WILL HELP YOU REVIEW YOUR BUSINESS, OR INDIVIDUALS WITHIN IT AND DETERMINE AREAS THAT REQUIRE MORE WORK, OUTSOURCING LESS OF YOUR TIME, MORE OF YOUR TIME ETC. STRENGTHS / WEAKNESSES / OPPORTUNITIES / THREATS.

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0845 053 4937