

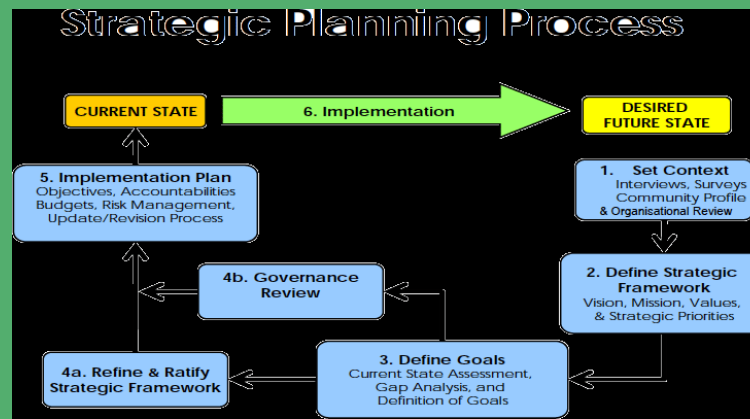


THE STRATEGY IN ELABORATING A BUSINESS PLAN



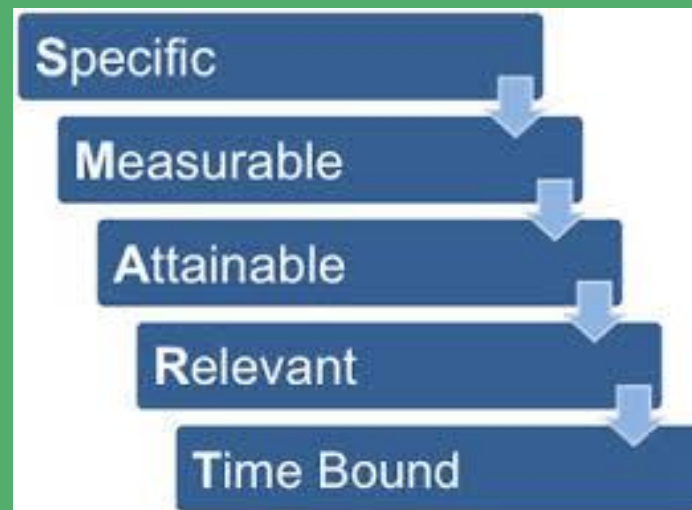
PURPOSES

- It helps articulate a strategy for starting your business. It also provides insight on steps to be taken, resources required for achieving your business goals and a timeline of anticipated results.
- It should be updated annually as a way to guide growth and navigate the expansion into new markets. It should explicit objectives for hiring new employees, market analysis, financial projections, and potential investors. The objectives should indicate how they'll help business prosper and grow.
- It commits resources to capital improvements and new assets.
- It attracts talented workers and partners from the executive level to skilled staff, by showing them the direction and growth potential of the business.
- When used properly and consulted regularly, it can help you measure and manage what you're working so hard to create.



SMART OBJECTIVES OR TARGETS

- ❖ Specific: they should revolve around key performance indicators, or KPIs
- ❖ Measurable: they should track and quantify the goal's progress to gauge your team's progress, stating an X-percentage increase
- ❖ Achievable: they should aim for pragmatically attainable goals
- ❖ Realistic: they should be actually relevant related to your company's overall business goals and account for current trends in your area of business
- ❖ Timely: they should be scheduled to make consistent and significant progress in the long term.



STEPS

- ❖ Identify the market gap to fulfil
- ❖ Ascertain the chances of success
- ❖ Lay out a competitive analysis
- ❖ Determine customer segmentation
- ❖ Make out logistics and operations plans
- ❖ Provide a cash flow projection
- ❖ Arrange an overall path to long-term growth



CREATING A MARKETING STRATEGY

- ❖ It should include the potential marketing demographic target, likely market breakdown, marketing strategy and market penetration.
- ❖ It should foresee seeking investment answering questions about profitability and revenue generation
- ❖ It should hire the right talents retaining other professional services as well, such as attorneys, consultants or accountants.



RATIONALE FOR AN EFFICIENT STRATEGY

- ❖ To provide critical decisions in order to evaluate all the likely effects of business initiatives by answering in advance questions before they arise and by delineating core strategies to reach a major impact.
- ❖ To articulate your vision in realistic terms and better determine if there are any gaps in your strategy.
- ❖ To avoid incongruences between expectations and reality by laying out each section in a coherent, yet nevertheless modifiable section, open to market changes and unforeseen events.
- ❖ To make benchmarks more intentional and consequential in order to keep you accountable to your long-term vision and strategy, and gain insights into how your strategy is (or isn't) coming together over time.
- ❖ To let your staff know that when in doubt, they can always consult it to understand the next steps; by sharing it, you will ensure that all member are aligned and get long-term objectives visible.
- ❖ To help you better understand the market you're operating in, highlighting consumer trends and preferences and potential disruptions.
- ❖ To draw up revenue and expense projections, devising logistics and operational plans, and understanding the competitive landscape to reduce the risk factor.

THE IMPORTANCE OF A BUSINESS CONTINUITY PLAN

Every business faces many common challenges. There are several potential risk factors that could provoke a significant setback, or even an utter regression, should they come to pass. They range from natural disasters, epidemics, economic crises to computer security issues, legal issues and personal illness. Being ready is the key to mitigating risks in a disaster scenario , and limiting unavoidable setbacks.



SPECIFIC CONTENTS OF A BUSINESS CONTINUITY PLAN

A Business Continuity Plan will be more effective if it includes:

- ❖ A Complete Inventory with all your assets and resources including the people you employ, suppliers, vendors, clients, the equipment and computer networks you use, and properties you own;
- ❖ Threats Analysis: a plan B for each likely emergency by foreseeing specific solutions to precise occurrences: “What if half your staff is out sick with the flu? What if you suffer a data breach? What if your main supplier goes out of business? What if you’re facing a lawsuit? etc...;”
- ❖ Plan for the Worst: a contingency plan in place should the worst-case scenario occur. When you suffer a serious setback beyond your control, it could help to ensure continued operations and minimize potential losses.



REDUCING RISK

Creating a Business Continuity Plan gives you the opportunity to pinpoint and assess all kinds of threats, to determine how best to prevent them or alternately, recover. Remember to take into account services such as:

- ❖ Parachute insurance
- ❖ Experts consultancy, including accountants and technical support providers.



**THANKS
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