

# Anna Goodwin Accountancy's BUSINESS PLAN

<b>COMPANY NAME:</b>																										
<b>VISION STATEMENT &amp; GOALS</b> What is your grand plan and what do you see your business becoming?																										
<b>EXIT PLAN</b> Are you thinking of selling your business or will your family continue to run it?																										
<b>BUSINESS OVERVIEW &amp; MISSION</b> How are you going to achieve your vision?																										
<b>PEOPLE INVOLVED IN THE BUSINESS</b> Prepare an organisational chart.																										
<b>PRICING STRATEGY</b> How much will you charge? How will you be different from your competition?																										
<b>ADVERTISING &amp; PROMOTION</b> How will you get the word out about your product / service - use of social media, website, digital marketing.																										
<b>OBJECTIVES</b> List and enter deadlines.																										
<b>PROFIT &amp; LOSS ACCOUNT</b>	<table border="1"> <thead> <tr> <th></th> <th>Q1</th> <th>Q2</th> <th>Q3</th> <th>Q4</th> </tr> </thead> <tbody> <tr> <td>Turnover</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Cost of sales</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Labour</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Administrative expenses</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		Q1	Q2	Q3	Q4	Turnover					Cost of sales					Labour					Administrative expenses				
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<b>ACTION PLAN</b> Actions needed to achieve objectives. State person responsible and deadline.																										



Anna Goodwin is an award-winning speaker, mentor and champion of businesses and accountants.

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