

Mentorship Workshop for Young Entrepreneurs

Unemployed Youths Africa

MODULE 1

December 26, 2020 to May 21, 2021

BUSINESS PLAN TEMPLATE

Executive Summary

Build your resilience with values & vision

Do the essential with mission & goals

Be competitive with timely targets

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BUSINESS PLAN TEMPLATE FOR ENTREPRENEURS

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EXECUTIVE SUMMARY

This should give a brief overview of your business undertaking.

Describe your business and give a concise description of your business activities.

1. Business objectives

Include here:

- A description of your business
- The opportunity you want to capture
- The timelines for achieving your revenue targets

Write Effective Business Objectives

Each objective should meet the **S.M.A.R.T.E.R.** criteria.

This acronym is a guide to achieving objectives in a timely and profitable manner.

Each objective has to be Specific, Measurable, Achievable, Realistic and Time-bound with a mechanism for Evaluation and Revising of objectives if necessary.

The S.M.A.R.T.E.R. criteria helps in defining objectives with a **metric to measure progress**

This acts as a baseline for knowing if your expectations can be met.

It must be achievable or else there's no sense in trying to reach it.

SMARTER Growth Business Plan

Your OBJECTIVES should be:

S = Specific

M = Measurable

A = Achievable

R = Realistic

T = Time bound

E = Evaluated periodically

R = Redefined if necessary

SMARTER Growth Business Plan

Your OBJECTIVE should be Specific

FOR EXAMPLE

As a **Specific Objective** the Restaurant plans to increase the number of customers by 15% in 2014 over the numbers in 2013.

This is better than having a general **Goal** like:
“We want more customers in 2014”.

SMARTER Growth Business Plan Reboot

Your OBJECTIVE should be Measurable

By stating 15% as a specific Objective the Restaurant has set a measurable **Objective**.

This enables the Restaurant to **Assess** Whether the Objective is being **Achieved** or not.

SMARTER Growth Business Plan

Your **OBJECTIVE** should be **Achievable**

The 15% customer increase Objective has to be **Achievable**.

To be **Achievable** a study should be made:

Does the Restaurant have the **Capacity** to deliver the same or improved levels of Satisfaction with more customers?

SMARTER Growth Business Plan

Your OBJECTIVE should be Realistic.

The 15% customer increase **Objective** must be based on **Realistic** projections of market growth in 2014.

QUESTIONS the Restaurant must answer:

1. Do they have the resources to deliver?
 - staff, equipment, space, finance, etc.
2. Can they take on the competition?
3. What is its current market share?
4. What are the industry trends?

The list should be exhaustive with all necessary questions posed and answered factually.

SMARTER Growth Business Plan

Your **OBJECTIVE** should be Time bound

Can the **Objective** be achieved within the 12 months bearing in mind 3 months have passed with just 9 months remaining

The weather and seasonal patterns of Spring, Summer, Fall and, Winter need to be taken into account.

SMARTER Growth Business

Your OBJECTIVE should be Evaluated periodically

Hindsight is always 20/20 vision.

It will be necessary to step up campaigns if monthly or weekly **Targets** or seasonal expectations are not met.

Are we on track to **Achieve** the Objective of 15% increase?

Is the Objective still realistic?

SMARTER Growth Business Plan

Your **OBJECTIVE** should be Redefined if necessary

Is 15% still realistic at periodic assessments?

If weekly or monthly **Targets** are being achieved or surpassed do we **Redefine** the Objective upwards?

ALTERNATIVELY

If weekly or monthly **Targets** are not being **Achieved** do we **Redefine** the Objective downwards?

Have seasonal variations been taken into account?

Executive summary

This should give a brief overview of your business undertaking.

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2. Business description

Include here:

- State the solutions provide to your customers.
- What is the niche to be occupied by your business in the existing market?
- What are the major actions are your business currently undertaking?
- What is your business location?
- When did you your business start and have there been changes since the start?

Write here...

What your business plans to do, how it plans to do it, and what will make it unique and a success.)

Executive summary

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3. Products and services

Include here:

- Describe the products or services you are currently selling?
- What portion of overall revenues is generated from each product or service?

Write here...

A product is a tangible item for sale and consumption. A service is an intangible resulting from the output of one or more persons.

Executive summary

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4. Financing need

Include here:

- Your current sales numbers
- How much financing is required for the business?
- How do you plan to invest the financing?

Write here...

Plan for the year

What do you want to achieve. Estimate your annual expenses and anticipated additional costs to be incurred to implement the business strategy. Expenses should be included to costs of running day-to-day operations, like:

1. Salary; 2. Rent; 3. Utilities; 4. Interest; 5. Borrowing Repayments

Also, include anticipated big-ticket items, such as up-grading computing hardware and software.

Next, estimate Annual Sales

Consider your credit policy to ensure the business has sufficient cash all through the business year.

Make projections

Use past experience and your plans for upcoming year to prepare these 3 documents.

1. A projected [income \(profit-loss\) statement](#)—Projected revenues, costs, expenses, taxes, etc.
 2. A projected balance sheet—Assets, liabilities, equity.
 3. Monthly cash-flow projections—Accounts receivable, accounts payable, investments, financing, etc.
- Have different projected scenarios for both an optimistic and pessimistic outcomes.

3. Secure financing

Calculate financing required for the coming year and discuss them with your financier.

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5. Key people

Include here:

- Identify the key executives/advisors in the business.
- Identify the experience they bring to the function.
- Identify their current responsibilities within the business.
- **Write here...**

There are two criteria to justify placing someone in a position:

1. QUALIFICATIONS: Does the person have the training & skills to do the job?
2. COMPETENCE: Does the person have the track record to prove his or her talents?

Lead Management Positions

CEO + Chiefs of Operations, Marketing, Finance, Production

In a small business some people must wear “several hats”, it is important to clearly identify the duties and responsibilities of each of the “hats

Key personnel in a value-added business have duties that include:

Managers for 1, Operations, 2. Quality control, safety, environment, 3. Accountant, bookkeeper, controller, 4. Office administration,

Staff positions – 1. Receptionist, 2. Foreperson, supervisor, lead person , 3. Marketing, 4. Purchasing, 5. Shipping and receiving person ,

Professional staff – lawyer, accountant, IT consultant, HR consultant

Executive summary

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6. Risk assessment and 7. Contingency plan

Include here:

- Identify business weaknesses, (internal), or threats, (external), that could disrupt the business plans.
- Is there a skills shortage?
- What are the risks of a competitor taking over your customers?
- Are there or will there be, changes to laws or regulations that could affect the business?
- How do you monitor, measure and respond to these risks?

Write here...

Contingency planning is essential for risk management. They help to ensure that there is always a backup plan when things go wrong, or when the unexpected happens.

To develop a contingency plan, first conduct a risk assessment: identify your business-critical operations, identify the threats to those operations, and analyze the potential impact of each threat.

Then, include the following points for each threat:

- 1. Scenarios; 2. Triggers; 3. Response overview; 4. People to inform; 5. Key responsibilities; 6. Timeline.

To create the most robust plan, consult widely within the business, conduct trial runs, update the plan regularly, and store it securely.