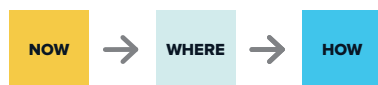


One Page Business Plan



NOW – July

Factor	Comments
Profitability	Profitability for last financial year was 15%
Cashflow	Have had difficulty maintaining good cash flow and have struggled to find \$ to pay wages at points throughout the last financial year
Sales	Are okay but we're not growing as much as we would like

WHERE – June 30

	Objective	Key Performance Measures
Profit	Improve profitability	20% Net profit as at June 30
Cash	No cash pressure	Paying all bills (including wages) on time without stress
		\$50k overdraft balance at June 30
Sales	Sales target set and achieved	\$100k new sales (new and existing clients) by June 30

HOW

Strategies	Action Plan	Timing	Who
Improve profitability: Eliminate waste	• Attend waste reduction workshop	By 8/31	Whole team
	• Develop plans to reduce/remove wastes	By 8/15	Whole team
	• Eliminate 20% waste	By 12/31	Whole team
Improve profitability: Review cost structure	<ul style="list-style-type: none"> • Review running costs and identify areas to make savings (also in line with waste reduction above) • Develop plan to reduce costs 	By 1/15	Whole team
Improve cashflows	<ul style="list-style-type: none"> • Review debtor days and set benchmark target • Develop plan to improve collections including procedures regarding debt collections 		
Sales and marketing	<ul style="list-style-type: none"> • Develop sales and marketing plan <ul style="list-style-type: none"> – Identify 'zebras' – Identify activities etc. 		