

# Guideline for Writing Business Plan

Apply the planning cycle to each of the four areas of the business plan. Once you have answered all the questions below through a process of thinking, research and analysis, you should have a fairly good idea of what you want to achieve with your business and how you will achieve it.

## **1. YOUR STRATEGIC FOCUS**

Questions to ask:

- What exactly is it that my business will do?
- Will it optimise quality, speed, affordability, flexibility (the ability to custom-make as opposed to mass-produce, or provide variety as opposed to a single, affordable product) or dependability? No business can optimise all five. Small businesses are seldom good at mass production.
- What will my business NOT do?

The strategic focus is a thinking process, informed by the total research done for the following four areas (marketing, operations, staffing and financial plan). It may seem logical to do it last, but in fact you need to get some focus before you start on the other areas, otherwise it becomes an impossibly large task. Your strategic focus needs to be constantly revisited throughout the process.

## **2. THE MARKETING PLAN**

Questions to ask:

- A sales forecast - How much will I sell?
- A client profile - Who will buy my product?
- A competitor profile - Who are my direct competitors, what substitutes are there in the market?
- A product profile - What is the core product and what are the extra features?
- A distribution strategy - Is location important, will I deliver?
- A pricing strategy - what will people be prepared to pay? How much can I expect to sell at that price? Will this cover my direct costs plus overheads?
- A promotional strategy - how will I create awareness of and demand for my product?

**Ideas for research methods for the marketing plan:**

- Buying information from market research companies is very expensive.
- Doing your own market research it is much cheaper, you will learn more, make new contacts and even promote your business.
- Collect demographic statistics (from municipalities, Statistics South Africa, academic research institutes).
- Other businesses might pass on their research findings to you, especially if your business will benefit theirs.
- Speak to people in similar business in a different area, who are not direct competition.
- Do door-to-door surveys or distribute questionnaires
- Count how many people and cars go past the location you have in mind for your business if you are going to rely on passing trade
- Investigate direct competitors - their produce, their turnover, and their customers.
- Speak to the suppliers of your competitors.
- Test your ideas when speaking to people you meet.
- If you already have a business and want to expand or change in any way, speak to your customers, as well as to people who are not yet your customers, but who you want to attract.

## The Operational plan

For manufacturers:

- What are the important features of the product? How is each product made?
- What equipment, accessories, material and labour do I need?
- What is total number of factory hours needed to meet sales forecasts? How many delays can I expect and what might cause them?
- Will there be any variation in demand and how will this affect production?
- Who are my suppliers?
- What kind of facility do I need and where should it be located?
- What should my factory floor layout look like?
- How can I ensure quality and cost control?
- What will my workflow processes and schedules look like?
- What will my stock control system look like?
- How is the manufacturing process administered, from receiving an order to sending out an invoice?

For retailers:

- How will I keep records of my stock, in other words, how will my stock control system work?

For service businesses:

If you sell services, you will need a more basic form of operations planning, including workflow planning and time sheets. Don't neglect to link these to administrative functions such as quoting and invoicing clients.

### Research methods for operations and stock control:

- Use the sales forecast from your marketing plan as starting point to plan your operations.
- Become familiar with the technical aspects of your business. Even if you have a technical expert as partner, make sure you understand the answers to the above questions.
- Speak to suppliers, other business owners.
- Read up on workflow processes in your industry.
- Get the help of industry specialists.

## 3. STAFFING PLAN

Questions to ask:

- How many people do I need? How many should be full-time, part-time or contractors?
- What should their skills, experience and personal qualities be?
- Who should report to whom?
- How will responsibilities and tasks be divided into job descriptions?
- How much will salaries amount to?
- What other costs are involved (e.g. pension, UIF, sick funds)
- Are there minimum wages or a collective bargaining council agreement that govern my industry?
- What kind of training will I carry out and how much will this cost?
- Can I outsource certain functions rather than employ staff of my own - how much will this cost?
- How do I hand over more and more of the tasks in my business to staff members so that it frees me up to do what a business owner is supposed to do: strategic planning.

### Research methods for the staffing plan:

- Look at your operations plan and work out how many people you need.

- Think very carefully about how much of the work you will be able to take on yourself and plan to delegate as much as possible as soon as possible. Many business owners take on too much for too long and have problems delegating.
- Study similar businesses for job descriptions and management structures (who reports to whom).
- Approach personnel agents and industry experts.

#### **4. FINANCIAL PLANNING**

You must try to forecast:

- Sales for the first year (or for the next year if you are already in business)
- Cost of sales
- Gross profit
- Overheads
- Net profit
- Start-up costs
- Debtor and creditor period
- Cash flow
- How much you will need to borrow
- Whether you will make enough to pay it back

***Source: Small Enterprise Development Agency of South Africa***