



What is a Business Plan?

A business plan is a plan developed to demonstrate the viability of the organisation's business or a proposed project/program.

A business plan clarifies the organisation or project objectives, strategies, target market and financial forecasts.

Why have a business plan? The basics...

A business plan:

- Will clarify the working model for delivery of services/projects/core business;
- Incorporates the financial aspects to ensure the viability of the organisation or project;
- Can be used as a selling tool – for example: for sponsorship and grant applications; and
- Ensures accountability and effective use of resources.

Tips – Developing a business plan

The Organisation / Project	<p>What is the mission?</p> <p>What are the objectives?</p> <p>What is the organisation's Structure and Target Group?</p>
The Context	<p>Context analysis – what are the political, environmental, social and technological aspects impacting on the organisation or project.</p> <p>Are there similar services or projects in your area? If yes, how does the organisation/project differentiate itself? What makes it special?</p>
Marketing	<p>What are the strengths, weaknesses, opportunities and threats?</p> <p>Who is the target group & how will the target group be reached;</p> <p>What are the marketing strategies?</p>
Delivery	<p>How will service delivery or project delivery be achieved?</p> <p>What are the outcomes & the steps needed to achieve the outcomes?</p> <p>How will outcome delivery be measured?</p> <p>What are the timelines for delivery?</p> <p>Who are the people needed (staff and/or volunteers)?</p>
Financials	<p>Develop a clear financial forecast for the organisation or project.</p>

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