

# My Business Plan

Below is a template for the 7P's of planning including some questions to consider. Use the notes to help build a Business Plan for your business or organisation.

## Purpose



- What is the reason that the business exists?
- What is the business trying to achieve? And why?

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## Price



- How much does your product or service cost?
- What is the competition's price?
- What is your profit goal?
- What is it about your product that your customers value and will pay for?

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## Product



- What is the product or service?
- Why would the customer buy it?
- How do you make it or where do you get it from?
- How much does it cost?

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## Promotion



- Who is your target customer?
- How will your customers hear from you?
- What is the message you want them to hear?
- What do you want your customers to do?

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## People



- What are the jobs that need to get done in the business?
- What skills are needed to get the jobs done?
- How do you employ and train new people?
- How much do your people cost?

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## Performance



- How do I know if the business is performing well?
- How do I measure how well the business is doing? Eg Sales, Profit, Customer feedback.
- How do I collect the information to tell me this?

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## Place



- How do you get your product or service to customers?
- Do you have a warehouse, a shop, or a website?
- What hours are you open?
- How much does your place cost?

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## Notes



- When will this plan be reviewed next?

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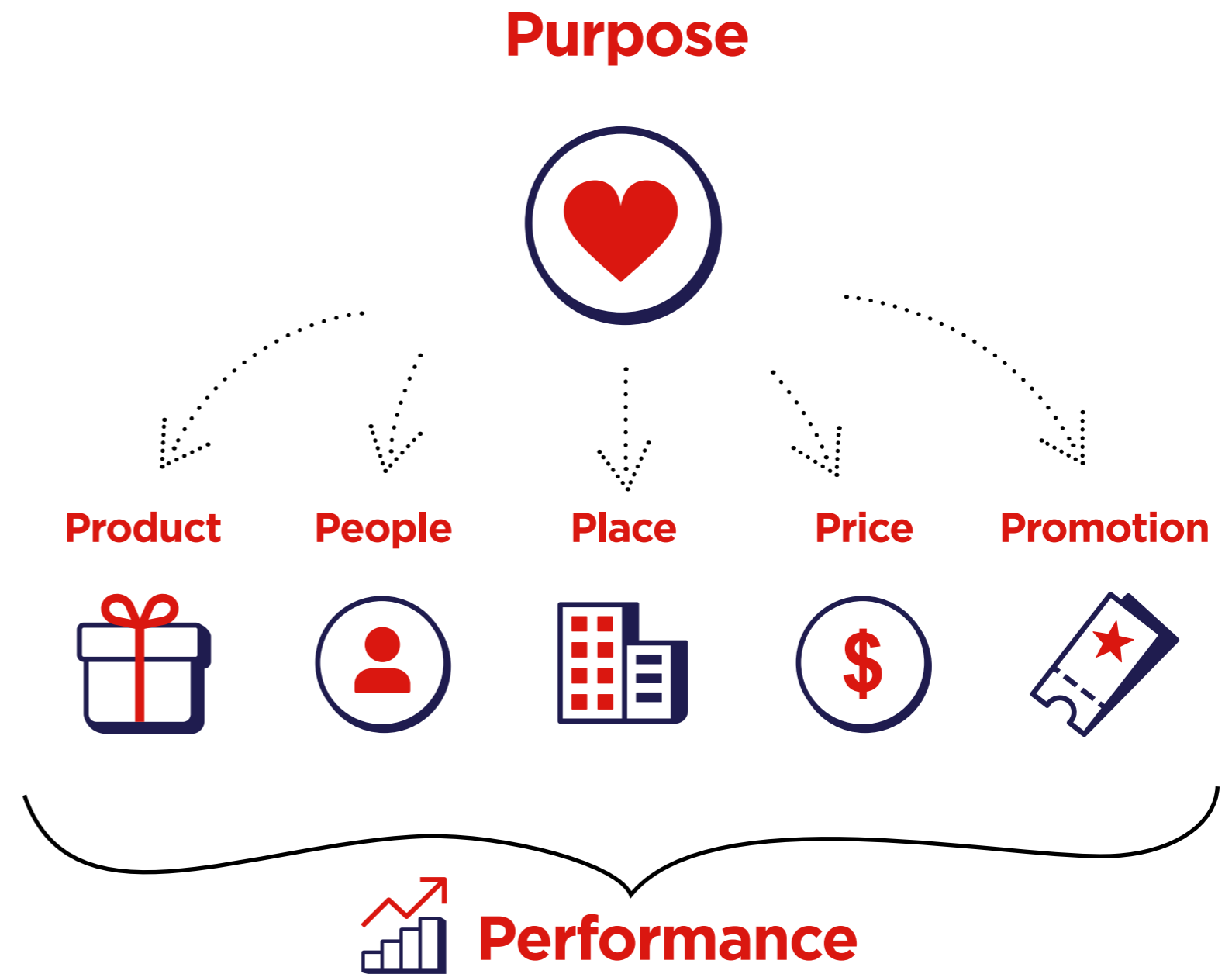
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# 7 P's of Business Planning

Every action taken in the business should have the sole focus of helping to achieve the Purpose.

To help achieve the Purpose there are a number of 'tactics' or 'tasks' that will need to be done - Product, People, Place, Price and Promotion. Performance then tells us whether the business has been successful in achieving its goals, and how each of the P's have helped to achieve the Purpose.



[www.davidsoninstitute.education/community/first-nations-people/](http://www.davidsoninstitute.education/community/first-nations-people/)

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