

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?

Notes

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?

Notes

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?

Notes

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?

Notes

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?

Notes

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?

Notes

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?

Notes

Notes



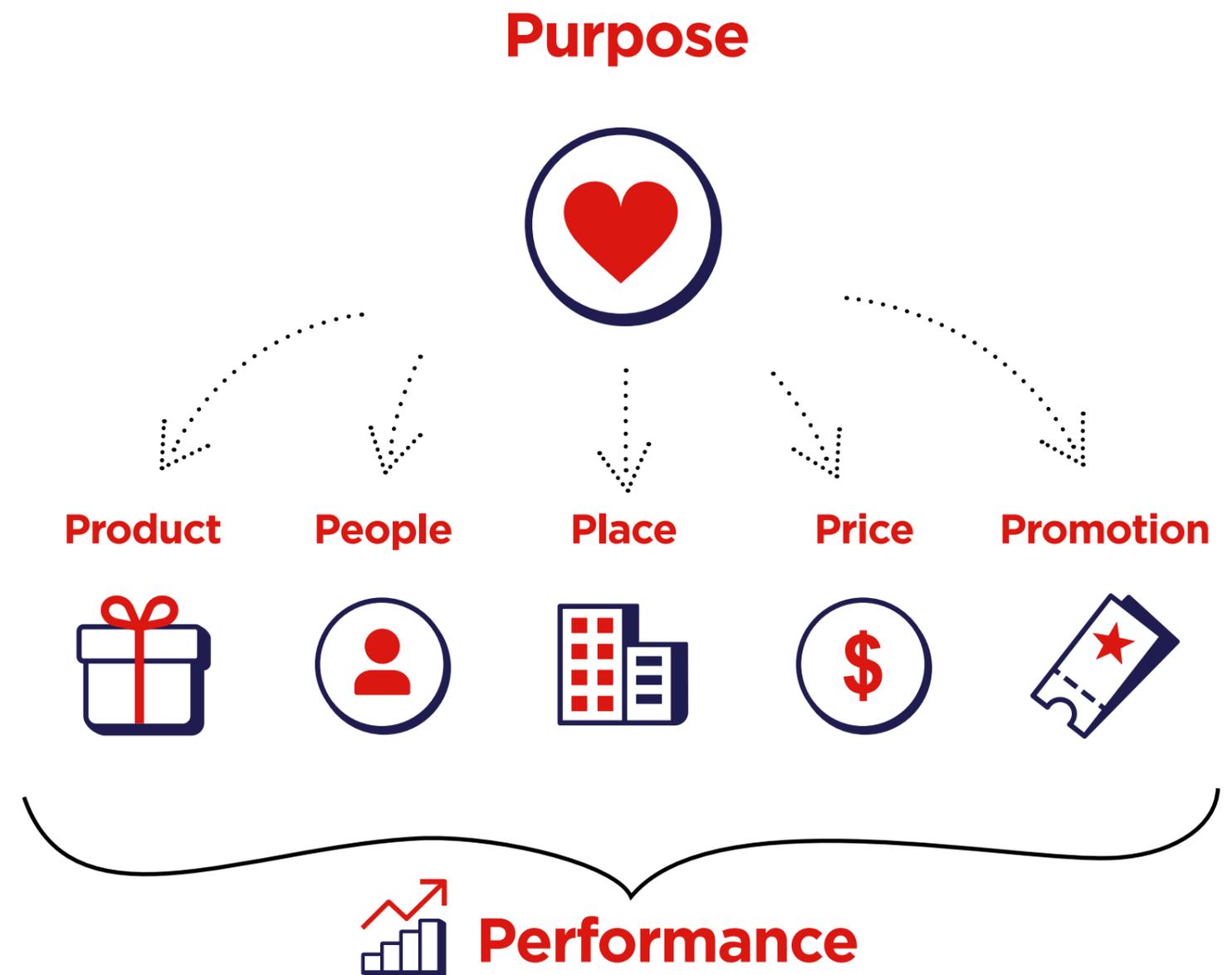
- When will this plan be reviewed next?

Notes

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.



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Acknowledgment of Traditional Owners

Westpac and its representatives acknowledge the traditional owners and people of the land on which we meet, paying our respects to elders both past and present.

We also acknowledge and pay our respects to those who identify as being Aboriginal and Torres Strait Islander and recognise the diversity of Indigenous peoples, countries and cultures in Australia.

As Australia's 1st bank, we acknowledge our role in supporting an inclusive and diverse nation where all our cultural backgrounds are recognised and respected.

