## One page Business Action Plan for 2022

## [insert business name]

### Big picture plan

*Example: The review of the business will double over the next 12-months as we launch two new products into the market.*

| **Timeline** | **Description** |
| --- | --- |
| Where our business is now | *Turn over of $150,00 with 2 staff* |
| Where our business will be in six months’ time | *We will have launched our new product called ABC* |
| Where our business will be in 12 months’ time | *Turnover of $300,000 & 3 staff* |
| Where our business will be in three years’ time | *We will have grown the organisation to 8 staff* |

#### How we will get there

| **Strategy** | **Action plan (how)** | **Timing – Completion Date** | **Person responsible** |
| --- | --- | --- | --- |
| Training | *Customer Service training for all staff* | *Month-Year* | *Business owner* |
| Product launch | *Launch two new products; product A and product B* | *Month-Year* | *Sales Manager* |
| Employment | *Identify skill set required for additional staff and commission recruitment agency to assist with employment* | *Month-Year* | *Business owner* |
| Increase sales | Meet with top 20% customers and identify ways to increase sales per customer | *Month-Year* | *Sales Team* |
| Produce product and services brochure | *Month-Year* | *Marketing Manager* |
| Improve cash flow to reduce costs | Introduce easy payment plan for customers | *Month-Year* | *Business owner* |
|  | Review competitor offer and target weakness in their offer | *Month-Year* | *Sales Team* |