

Small Business Advisory Service—Business Planning Workshop

Why do a business plan?

- A business plan will help make sure your business will be successful and not waste your time and money
- Developing a business plan will help you understand the factors that can affect the success or failure of your business.
- By planning ahead you are more likely to be able to take advantage of business opportunities and anticipate problems.
- A business plan allows the business operator to address all the issues that make a successful business
- The right planning can increase your awareness of your market, help you to understand your financial needs and make sure you stay competitive while building your skills and resources.
- A business plan will be necessary if you're going to borrow money or get others to invest in the business
- Setting business goals helps you to use your time and resources more effectively
- A business plan will enable you to identify and exploit opportunities will improve your chances for expansion into new areas and give you an advantage over your competitors.
- Good planning helps your business remain on track. Once you have a clear business plan your marketing objectives will become clearer.

Workshop Content

Business people who do their own planning not only save a lot of money, they learn a lot about how to build a successful business, they have a greater sense of ownership of their business plan and are more likely to utilise it as an ongoing part of good business management. However developing your business plan for the first time can seem like a daunting experience. This workshop will guide you through the components of a business plan, providing you with a working document relevant to your business.

Workshop 1—What is a business plan?

A business plan takes the form of a written document and is simply the strategy to achieve the objectives of the proprietors of the business.

In this session Geoff will explain the sections involved in a business plan and will provide you with the skills necessary to complete the following sections of the business plan:

- Business Summary
 - The Market
 - Marketing Plan
- Workshop 2:**
Session 2 will provide you with the opportunity to workshop the sections of the business plan that you have completed before Geoff provides you with the skills to complete the final components of your business plan below:
- Operational Plan
 - Financial Plan
 - Risks
 - Structure & Management
 - Action Plan

Workshop Content

Workshop 3:

During this final session you will workshop the backend of your business plan, providing you with a complete working document to use in starting up, growing and sustaining your business.

Your Workshop Presenter

Geoff Calvert an experienced business executive with some 15 years in a breadth of senior business management roles and is the Principal of 800 Consulting.

Geoff's professional experience covers strategic planning, operations management, marketing, sales and information technology. He has worked hands on to deliver improved business outcomes as well as worked as an advisor to others.

800 Consulting is a specialist business consultancy focused on enabling businesses to prosper and grow.

In business it is easy to be trapped in the way things have always been. It's natural. It worked why change it, and there is so little time for that anyway. The reality is that it was different thinking that got you your success and you need more to keep you in front. Geoff works with businesses across a broad spectrum with the common theme of taking the next steps.

Geoff's formal qualifications include undergraduate Degrees in Accounting and Economics and a Masters degree in Finance.



800 Consulting

..... think differently

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For bookings please contact:

The Centre

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Workshop Series—Business Planning

Course Code: 93SBASBP

Dates:

7.00am-8.45am 20th August 2009
7.00am-8.45am 3rd September 2009
7.00am-8.45am 17th September 2009

Venue:

The Centre, 50 Barkly Street Benalla

Cost:

\$30

For more details regarding the Small Business Advisory Service Workshop, Seminar & Networking Series

Call Libby Cooper at The Centre
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