

## YOUR BUSINESS PLAN

### BUSINESS STATUS AND STRATEGY

This week you will focus on identifying your Business Status and Strategy. It will be very helpful if your leadership team at work can participate in this effort.

As we discovered earlier, Nehemiah's Goal was clear: Rebuild the destroyed wall and gates to protect the inhabitants of Jerusalem. His Product and/or Service Plan was also clear: Transform burned rubble into a protective wall and repair the gates. The Operations Plan was to motivate and engage the inhabitants of Jerusalem in the rebuilding of the wall.

By today's standards, Nehemiah's use of technology was primitive – but effective – and literally cutting edge. There was no heavy machinery, but the builders used trowels and *“each wore his sword girded at his side as he built . . .”* (Nehemiah 4:18). While there were no smart phones to communicate, the trumpeter stood near Nehemiah with the instructions, *“At whatever place you hear the sound of the trumpet, rally to us there. Our God will fight for us”* (Nehemiah 4:20).

#### BUSINESS STATUS

### *Palmer Software*

If a new business startup, summarize why the business is viable.

The business is not a new startup.

If an existing business, describe the current status of the business.

The business was founded 10 years ago and has been profitable. It has grown steadily and now has 120 staff. However, the software business is changing dramatically because of handheld devices, more regulation and competition. We need to decide how to position the business to adapt to these changes.

#### BUSINESS STRATEGY

##### **Business Defined**

What is the business? Describe what the business does or will do.

Palmer Software is a niche software provider to businesses and other software companies. We provide very sophisticated software that dramatically increases the capacity and efficiency of other software. With the transition to handheld devices, we are developing software to serve this market.

Identify your primary product or service, its uniqueness, and its benefit to the customer.

We provide and service excellent software that expands the capacity and effectiveness of other software. Currently, we have few competitors.

How is the business ownership structured (or how will it be)?

The business is a privately held corporation and the stockholders are the founder, executive team, and employees.

Who is your customer?

Our customers are large software companies and manufacturing companies.

What is your business model (how it creates, delivers, and makes a profit)?

We develop sophisticated software which we sell for a profit. We also enter into service agreements with our customers and make a profit on servicing.

Describe your Value Proposition (a promise to customers that they will receive value).

For a relatively small investment, the customer receives significant value in increased performance of their software.

### **Business Goals**

What are your short-term goals for the business?

(1) CEO mentor successor, (2) Begin to pay down debt, (3) Launch international marketing, sales and service of software, (4) Develop the software so it can be used on handheld devices.

What are your mid-term goals for the business? Within three years:

Within three years: (1) CEO Successor promoted to President of company and mentorship continuing, (2) Half of existing debt paid off, (3) International effort launched and profitable, (4) our hand held software introduced.

What are your long-term goals for the business?

(1) CEO Successor functioning well in role as CEO with several strong candidates (2) A debt free company, (3) Become the dominate company in our niche Internationally, (4) our handheld software the leader in marketshare.

**Product and/or Service Plan**

Describe your current product and/or service goals:

(1) Continue to provide our customers excellent service, (2) Continue to improve our core software products, (3) Expand our software products to the international market, (4) Working on converting our software to handheld devices.

Describe your mid-term product and/or service goals: Within three years:

Within three years: (1) launch the software Internationally along with global service – initial launch in Europe, (2) our handheld software introduced.

Describe your long-term produce and/or service goals:

(1) Become the dominant company world wide in our niche selling excellent software and service, (2) Become the market share leader with our handheld software.

What is your strategy to accomplish these goals?

(1) Add software developers who have expertise in handheld devices, (2) Add a Marketing VP with international experience, (3) Build a team of trained service personnel internationally.

Other plans for your product and/or service:

Assess emerging technologies and trends and be nimble and financially healthy enough to embrace those that will help us accomplish our vision and mission.

**Operations Plan**

Describe your operations and your current infrastructure and systems.

Operations, infrastructure, and systems are an area of strength for our company. We have invested a lot of money and effort to make them function extremely well.

Describe your current operations goals and your plans to accomplish them.

Our plan is to simply continue to invest resources to keep this area of our business world class.

Describe your mid-term operation goals and your plans to accomplish them.

Continue to invest resources to keep this area of our business world class.

Describe your long-term operations goals and your plans to accomplish them.

Our plan is to continue to invest resources to keep this area of our business world class.

Other plans for operations:

Invest significant resources to bring our international effort and handheld devise initiative to a place of operational excellence on a par with the rest of our company.

How do you plan to use technology effectively long-term?

Our plan is to continue to invest resources in effective technology to keep current in this area of our business.

Other plans for technology:

Assess new technologies and trends as they emerge and embrace those that will help us accomplish our vision and mission.

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What are your mid-term goals for the business?

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What are your long-term goals for the business?

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**Product and/or Service Plan**

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Describe your mid-term product and/or service goals:

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Describe your long-term produce and/or service goals:

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What is your strategy to accomplish these goals?

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Other plans for your product and/or service:

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Other plans for operations:

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**Technology Plan**

Describe your current use of technology.

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How do you plan to use technology effectively mid-term?

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How do you plan to use technology effectively long-term?

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Other plans for technology:

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