

## **YOUR BUSINESS PLAN**

There are a host of benefits from creating a well conceived Business Plan. It provides a clear sense of direction for the organization and reduces uncertainties. It helps allocate funds and personnel in the most effective way. It minimizes impulsive decisions by enabling managers to think strategically, while improving the business's ability to adapt to change and grasp appropriate opportunities.

There are no one-size-fits-all Business Plans. Rather, the content and format should be adapted to your business. Review the outline of the Business Plan below and modify it for your use. Delete items that are not applicable, and add items that are relevant to your organization. We suggest you complete this with your leadership team.

Every business owned by followers of Christ should have three bottom lines: *Economic*, *Social* and *Spiritual*. The business should be profitable—*Economic*. It also should be a blessing to the local community—*Social*. And it should be a platform to influence people for Christ—*Spiritual*. We have included *Social* and *Spiritual* sections in the Business Plan to assist you in determining how to best achieve all three bottom lines.

## **BUSINESS PLAN OUTLINE**

### **VALUES**

**What is your Mission Statement?**

**What is your Vision Statement?**

**List your Business Values.**

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## STRATEGY

### **Business Status**

- If a new business startup, summarize why the startup is viable?
- If an existing business, describe the current status of the business.

### **Business Defined**

- What is the business? Describe what the business does or will do.
- Identify your primary product or service, its uniqueness, and benefit to the customer.
- How will the business ownership be structured?
- Who is your customer?
- What is your business model (how it creates, delivers, and makes a profit)?
- Describe your Value Proposition (a promise to customers that they will receive value).

**Business Goals**

- What are your short-term, mid-range, and long-term goals for the business?

Other:

**Product and/or Service Plan**

- Describe your current, mid-term, and long-term product and/or service goals.
- How you plan on accomplishing these goals?

Other:

**Operational Plan**

- Describe the organization and your current infrastructure and systems.
- Describe your current, mid-term, and long-term operational goals.
- How you plan on accomplishing these goals?

Other:

**Technology Plan**

- Describe your current use of technology.
- How do you plan of using technology effectively mid-term and long-term?

Other:

**Social Bottom Line**

- Describe your current, mid-range, and long-term plans to use the business to help your community.
- Is the leadership team aligned with the plan? If not, what will you do?
- What resources will you commit for this purpose?

Other:

### **Spiritual Bottom Line**

- Describe your current, mid-range, and long-term plans to use the business to influence people for Christ.
- Is the leadership team aligned with the plan? If not, what will you do?
- Percentage of profits given for charitable purposes.

Other:

## **PEOPLE**

### **Board of Directors/Trustees**

- Job description
- Criteria for selection (experience, expertise, etc.)
- Responsibilities
- Plan to communicate effectively with the Board

Other:

### **Human Resource Plan**

- Who are the members of your leadership team?
- Is the leadership team aligned and passionate about achieving the Vision and Mission? If not, what is your plan to achieve it?
- What personnel and leadership will you need to generate the current, mid- and long term revenue plan?
- Budget the wage and overhead cost for each.

Other:

### **Human Resource Practices**

- Describe the criteria for selecting managers.
- Describe the hiring process for employees.
- Describe the plan to review performance.
- Describe the steps leading to dismissal.
- Describe the criteria for pay raises.
- Describe any bonus system you use.
- Describe what you do for employees' retirement.

Other:

## FINANCES

### **Financial Plan**

- What is your budget?
- For Startup budget, list where and how you will secure capital to accomplish the startup and its desired growth.
- Project a 1-year, 3-year, and 5-year Balance Sheet (Assets and Liabilities)
- Project a 1-year, 3-year and 5-year Profit and Loss Statement (Income and Expenses)

Other:

### **Capital Expenses Plan**

- What will it cost to position the business to generate funds for the current, mid and long range plan to fund items, such as, buildings, equipment, technology, and inventory?
- Create a detailed list with actual or projected costs for each of these capital expenses.

Other:

### **Debt and Credit-management Practices**

- Short-term debt
- Long-term debt
- Debt guidelines: List things you would borrow for and things you would not
- Develop your business credit terms.
- How will you handle overdue and collection accounts?

Other:

### **Revenue Plan**

- Describe each revenue source.
- What revenue can be expected for each source?
- What is the business revenue model?
- Describe your current, mid-range and long-term revenue plan.

Other:

### **Financial Accounting/Bookkeeping Plan**

- Describe your current, mid-range and long-term plan for accounting and analyzing the financial data.

Other:

### **Marketing Plan**

- Who is your competition?
- What is your competitive advantage?
- What will it cost you to develop and grow your market share?
- How will you secure sustainable and growing business?

Other:

## **FINISHING WELL**

### **Preparing for a crisis**

- What should we do if the leader is unable or unwilling to continue to serve?
- What should we do in case of a natural disaster, major fire, theft or other loss?
- What will we do if a national or worldwide financial crisis occurs?

Other:

### **Exit strategy**

- Describe the strategy to exit the business (groom a successor, sell or merge the business, etc.)
- How will you know when the exit strategy is successful?
- What are we doing to groom potential successors?

Other: