

## Business Plan for Sample Limited for the year ending 31 March 2020 | Q2 | Date: 10 October 2019

Purpose:	Vision:
Providing continuous supply with comfort and safety	\$10m turnover, team of 30, 3 locations, 75% market share.

What we want to achieve:	Values:
<ul style="list-style-type: none"> <li>\$200,000 profit</li> <li>Working less than 40 hours per week</li> <li>Four weeks annual leave</li> <li>Family holiday to Bali in December 2019</li> </ul>	<ul style="list-style-type: none"> <li>Dedication</li> <li>Continuous improvement</li> <li>Respect for the individual</li> <li>Fun</li> </ul>

Budget	Annual	YTD - 1st quarter	YTD - 2nd quarter	YTD - 3rd quarter	YTD - 4th quarter
Gross Revenue Target:	\$2,800,000	\$740,000	\$700,000		
Gross Profit:	\$700,000	\$170,000	\$165,000		
Gross Profit %:	25%	23%	24%		
Overheads:	\$500,000	\$130,000	\$120,000		
Net Profit:	\$200,000	\$40,000 \$45,000	\$45,000		

Key Performance Indicators:	Our ideal client:	Our value proposition (for ideal clients):
<ul style="list-style-type: none"> <li>Average weekly sales &gt; \$61,000 (46 weeks)</li> <li>Gross Profit &gt; 25%</li> <li>Labour utilisation rate &gt; 70%</li> <li>Average revenue per client \$4,500</li> <li>Proposal acceptance rate &gt; 65%</li> </ul>	Trade businesses servicing residential or commercial property, in business for more than five years and lives into our Core Values.	<ul style="list-style-type: none"> <li>Local knowledge and networks</li> <li>Value-adding ideas and opportunities we can share</li> <li>Project costs agreed in advance</li> </ul>

Opportunities:	Vulnerabilities we must manage:	Our most critical challenge:
<ul style="list-style-type: none"> <li>Increased number of construction sector clients</li> <li>Capture more work that is going out of town</li> <li>Improve the sales skills of our team</li> <li>Improve the workplace culture</li> <li>Revamp of our current systems</li> </ul>	<ul style="list-style-type: none"> <li>Overloaded owners</li> <li>Some poorly performing team members</li> <li>Poor understanding of our numbers and KPIs</li> <li>Weak cashflow</li> </ul>	Lift Gross Profit and overall profitability without blowing the owners apart.

One year goals	90 day goals	Actions to achieve 90 day goals	Who	By when
Improve Gross Profit to 25% and lift sales to \$2.8m.	Complete full review of financial systems and KPIs and have new reporting system in place by 30/11/19.	<ul style="list-style-type: none"> <li>Change to Simpro reporting system and train team</li> <li>Determine how to measure four essential KPIs in Business Plan on a monthly basis</li> <li>Complete reporting for month of November 2019</li> </ul>	<ul style="list-style-type: none"> <li>Insight CA</li> <li>Jane</li> <li>Jane</li> </ul>	<ul style="list-style-type: none"> <li>17/10/19</li> <li>25/10/19</li> <li>30/11/19</li> </ul>
65% of proposals with a total value of \$2.8m accepted.	Updated proposal system in place with all sales team trained in Value Based Selling.	<ul style="list-style-type: none"> <li>Review current supplier pricing schedules, ensure all are up to date</li> <li>Commence Value Based Selling training for sales team</li> <li>Use Simpro proposal builder from 1/11/19, linking to supplier pricing schedules</li> <li>Each sales person to submit proposals at average value of at least \$4,500 to achieve a total conversion rate of 65% and at least \$150,000 of sales per annum each</li> </ul>	<ul style="list-style-type: none"> <li>John</li> <li>Insight CA</li> <li>Sales</li> <li>Sales</li> </ul>	<ul style="list-style-type: none"> <li>17/10/19</li> <li>25/10/19</li> <li>1/11/19</li> <li>30/11/19</li> </ul>
Revised business structure in place with performance review and goal setting completed for all team members.	First draft of revised organisation structure completed.	<ul style="list-style-type: none"> <li>Complete Organisational Review with Gap CA</li> <li>Align all job descriptions with organisation chart</li> </ul>	<ul style="list-style-type: none"> <li>Insight CA</li> <li>John</li> </ul>	<ul style="list-style-type: none"> <li>30/11/19</li> <li>15/12/19</li> </ul>