

## ONE PAGE ACTION PLAN

To make a Business Plan into an Action Plan, you need to put each step against a time frame. It can be an actual date or a period of time e.g. two weeks.

### Step 1.

#### SWOT ANALYSIS

##### Time Frame:

##### Strengths

\* Make a list of as many strengths that you have and you think can be measured and include strengths of any partners

##### Weaknesses

\* What do you know you are not good at or cannot cover easily

##### Opportunities

\* What areas do you think could open up to give you an advantage. It could be alliances, a shift in the global economy, something that is topical – the timing is right etc.

##### Threats

\* This is usually looking into the future and considering what might happen and should include a thorough research of your competitors

### Step 2.

##### Time Frame:

\* Business structure and where business will be set up

\* Registration of Business Name

\* Listing of Intellectual property

### Step 3.

##### Time Frame:

\* Image and branding e.g Business cards

\* Packaging and presentation

\* Competitors

### Step 4.

##### Time Frame:

\* Government regulations e.g. Taxation

\* Insurance and leases

### Step 5.

##### Time Frame:

\* Finance (including record keeping; costing; trading terms; debt collecting etc)

\* Equipment

\* Database

### Step 6.

##### Time Frame:

\* Marketing and Promotion

\* Networking

\* Customer service