

# BUSINESS PLAN AND MANAGEMENT



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# HOW TO DO A BUSINESS PLAN

**One of the first and most important things to start a business is writing a business plan. In it, you can plan sales and marketing, outline production pricing, evaluate production resources, make a personnel and product development plan, and think about patents and risk analyses.**

# HOW TO DO A BUSINESS PLAN

## ONE PAGE BUSINESS PLAN FOR A SERVICE BUSINESS TEMPLATE

### BUSINESS OVERVIEW

OUR VISION

OUR MISSION

THE SERVICE WE PROVIDE

### MARKET ANALYSIS

WHO WE ARE TARGETING

THE PROBLEM WE ARE SOLVING

OUR COMPETITORS

OUR COMPETITIVE ADVANTAGE

### MARKETING AND SALES PLAN

MARKETING CHANNELS

MARKETING MATERIALS

CUSTOMER INCENTIVES  
(REFERRALS, DISCOUNTS, ETC.)

STAFF REQUIREMENTS/  
TRAINING

### KEY OBJECTIVES AND SUCCESS METRICS

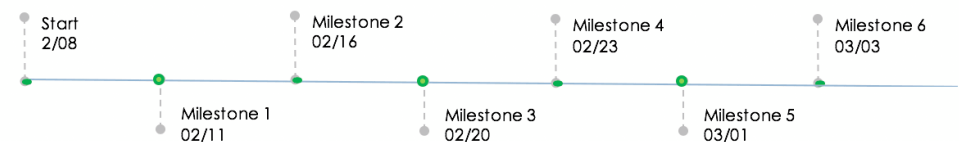
OBJECTIVES WE PLAN TO ACHIEVE IN A GIVEN TIMEFRAME AND HOW THEY'LL BE MEASURED

1

2

3

### Timeline of Milestones



# WHAT BUSINESS PLAN INCLUDES



**Description of you as an entrepreneur**



**Goals of your business**



**Description of your products/services**



**Plan of marketing, funding and potential clients**

# **BUSINESS MANAGEMENT**

**In the simplest of terms, business management refers to the coordination and administration of business activities, tasks, and resources to achieve a set objective. This often involves supervision and training of staff, overseeing core operations, and designing company infrastructure to optimize for the future.**

# **BUSINESS MANAGEMENT**

**According to experts, the key to business management is striking a balance between managing work and talent. Technical expertise earns you the respect of your colleagues as a business manager, but it takes soft skills to sustain that respect. Furthermore, managerial success demands consistency, communication, empathy, and forming and nurturing of meaningful working relationships. Together, such attributes comprise an effective business management strategy.**

# **SKILLS THAT BUSINESS MANAGER SHOULD HAVE**

- **EMPATHY - Business management is not simply about assembling and motivating a team; it requires you to get the best out of them. In this regard, it's crucial to remember that each member differs in their educational and professional backgrounds, work ethic, communication styles, motivation, and innate personality. Without empathy, business managers may find it impossible to truly understand their employees and implement a successful managerial approach.**

# **SKILLS THAT BUSINESS MANAGER SHOULD HAVE**

- **ACCOUNTABILITY - One of the most important duties of a business manager is to hold employees accountable for their mistakes and help them improve. Not only does this ensure the performance of the entire organization but is also proof that you care about the growth of your staff enough for them to develop their competence. Being consistent and taking feedback are helpful ways to lessen the discomfort that may accompany difficult conversations or situations regarding accountability.**



# **SKILLS THAT BUSINESS MANAGER SHOULD HAVE**

- **NEGOTIATION AND CONFLICT RESOLUTION - The job of a manager is to resolve such conflicts and facilitate collaboration, exchange, and networking, all with a sense of goodwill and respect for the shared goal. Establishing a managerial style goes a long way in such negotiations and is a step towards mutually beneficial decisions.**
- **Ace basic skills, such as communication, critical thinking, and strategizing**

**THANK YOU FOR  
WATCHING!**