



## What Does Your Business Need to Accomplish to be Successful?

<b>How do you see your business in the future? Vision &amp; Values</b>	<b>Why does your business exist? Mission</b>	<b>What are you trying to achieve? Goals</b>	<b>What measurable targets must the business accomplish? Objectives</b>
What products / services will you (really) offer?	What unique product / service are you offering?	What do you want to achieve from the business?	What specific measureable financial targets will you achieve?
Who will be your customers?	Why will customers buy from you?	How do you see yourself in the future?	What specific, measurable marketing & sales targets will you achieve?
What do you want to be known for?	What key customer desire will you satisfy?	What will you gain?	What specific, measurable operations targets will you achieve?
<b>How will you build and manage the business? Strategies</b>	<b>What actions will you take? Key Actions &amp; Plans</b>	<b>What will your actions achieve by when? Key Milestones</b>	<b>What will your sales, costs, profitability be? Forecasts &amp; Measures</b>
How will you manage the business for improvement?	What do you need to do, by when, to achieve your objectives?	What results will you have achieved by when?	What will you forecast for sales, costs and profitability?
How will you develop market opportunities?	How will this contribute to your success?	What will you successfully complete, by when?	What will your forecast cashflow be?
How will you solve the issues within the business?	How will you know when you have done it?	What will you have resolved, by when?	What will your break-even be this year?