

# BLUEPRINTS

Complete Strategy & Planning



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A business plan is a roadmap which clearly directs the routes that will be used to get to the destinations. A good business plan provides stimulation - eustress and excitement. Make this the time to assess the year's successes and habits, then identify the priorities for the next business cycle.

At Vicadea Concepts we understand **researching and documenting a plan today improves the efficiencies of tomorrow.** The challenge as a successful entrepreneur is to constantly anticipate, adjust and enhance what you offer in order to find, keep and grow profitable opportunities. This **resource checklist** has been designed to help you achieve all that and more. It is all about preparedness.



## KNOW YOUR PLAN

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Need help researching your market, competition or marketing avenues? Need help documenting and tracking your plan? We'd be honoured to help. Call Vicadea Concepts at 416.560.4797

*Long-range planning does not deal with future decisions, but with the future of present decisions.*

- Peter Drucker



### priority overview

## Plan Framework



### Executive Summary

**Highlights the past, present and the future of the business.**

A written summary of what you hope to accomplish and how you intend to meet your goals. It outlines your management skills and intended use of funds.

### Business Description

**Consider the image and brand.**

The opportunity to create a meaningful vision and set of values. This sets you apart from the competition.

### Marketing Plan

**Acquire and retain customers, then increase the value of those customers.**

Provides focused strategy on how key business initiatives reach customers. It clarifies challenges and opportunities.

### Operations

**The how you do what you do.**

Details the business functions - who looks after what aspects. Includes legal requirements and regulations.

### Financials

**The more thoroughly you prepare the better you will perform.**

You must understand the numbers and take responsibility for them. What is your yardstick for success?



## The all important 'HOW'

**I**nvest the time to get focused, create action plans and develop your business strategies. The process of business planning is beneficial because you are taking the opportunity to stop and reflect on what you have learned. Meaningful plans are flexible guides which are used to direct the ongoing operation of your business. A good plan lets you adapt to changing conditions and pursue new markets. The business plan aligns the concept of why you are in the business you are to the executable strategies which ultimately ensure the successes of the business. Are the activities you are taking part in going to help you achieve your goals? How will judge their contribution to the goals? Having a plan allows business owners, consultants and executives to stay focused on the outcome, track the progress and avoid distractions.

Goals are engaging. Goals have a clear finish line. Setting goals involves risks and are attuned to one's values and ideology. Critically thought out goals motivate.

### The Benefits of Business Planning

- identifies the market area and customer identity
- confidently planned pricing strategy
- encourages realism instead of over-optimism
- committing the plan to paper improves the ability to manage the business
- highlights the merits of budgeting and forecasting
- creates an important first impression
- may establish financing requirements to prospective lenders
- identifies the location of the business and need for employees

### Identify Your Customer Profiles

#### 1. DEMOGRAPHICS

Specific characteristics eg. age, education level, geographic location, income, marital status

#### 2. PSYCHOGRAPHICS

Lifestyle, interests, beliefs, buying habits, hot buttons

## DIMENSIONS OF TEAM PLANNING

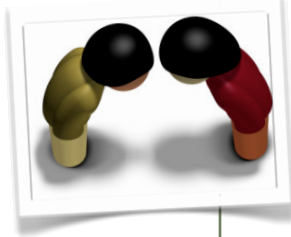
### DEVELOP

**Management Attention** The people most responsible for the creation of the plan must allocate adequate resources to get the activities done. Define what success means. Good management understands the business cycle, insists on sound planning, measures performance and takes corrective action.

**Processes Orientation** High performing teams have process tools they can use when needed (problem solving, planning techniques, meetings). Managers must provide documented processes that explain how tasks are to be carried out.

**Communication** Leaders must clearly communicate what is to be achieved. Addressing roadblocks, having effective and frequent communication allows for balanced decisions; provides the opportunity for valuable feedback.

**Project Management** Essential tasks need to be broken down into a series of related projects with specific timelines and outcome expectations.



### EXECUTE

**Continuous Improvement** Implement the means to measure progress and regularly judge whether tactics need to change to deliver the desired outcomes. The team understands the importance of continuous improvement, has the tools, knowledge and time to make improvements happen.

**Manage Internal Conflicts** Staff gets diverted onto other activities due to manpower shortages and urgent requirements. Delays happen when staff do not work harmoniously together. Be aware. Be forthright.

**Coordinate Resources** Staff may not be trained or skilled to implement tasks. Provide resources or make a change.

**Purpose and Involvement** Everyone has a role on the team and feels a sense of partnership with one another. Members must have faith in each other to honour commitments, maintain confidences and support other members.

**Keep your sense of humour. Pace yourself. Release through exercise, Practice good nutrition. Talk to someone. Take time for yourself.**

## marketing checklist

# Quick Check

**Operating without a marketing plan is akin to taking a road trip without a map (or GPS).**

### Define and clarify your business

- What product or service do you offer?
- What does it do? What does it not do?
- How is it unique and how can you best demonstrate the features and benefits?
- Where is the product in its life cycle?

### Assess the market

- What is the size of the market?
- Who are your major competitors?
- Who are your customers? What do they want? What do they need?
- How frequently do they buy?
- Why do they use your product or service?
- What influences their decisions to buy?
- What are their deterrents to purchasing?

### Evaluate your competition

- How do your products or services compare in terms of price, quality, satisfaction, delivery?
- What are your strengths in comparison?
- What are your weaknesses in comparison?

### Establish the pricing policy

- What are competitors selling at?
- What is your break-even point?
- What will your target market pay for the product or service?
- How do you collect payment?
- What is your service or product guarantee?

### Select your promotion platforms

- What needs to be said? How can it be said?
- How will customers find you?

### Establish clear objectives

- What is the sales target in volume and \$?

### Determine the strategies

### Allocate the budget

- How much will be allocated to what expenses, over what timeframe?

### Set up the systems

- How will the goals, objectives and strategy results be measured?

### Set review dates

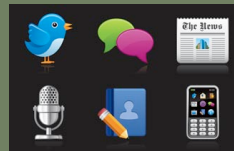
- When will the results be compared against expectations?
- What actions will be taken to deal with the variances?

## Your Strategic Dashboard

Each time your marketing touches your prospects and clients are they getting the right message?

### What is your true intention for doing what you do?

- Communicate your Business Mission
- Summarize your client and market profiles (what will encourage your prospects desire to buy?)
- Detail your top three business goals
- Outline the strategies that will be used to accomplish each of the goals (3 strategies/goal)
- Explain the channels that will be used within the strategies (methods of marketing)



**REMEMBER** - You cannot assume that customers of today will be your customers of tomorrow. You need creativity, clear thinking and hard work to gather effective competitive information and provide insights into understanding the industry the business operates within.

Vicadea Concepts provides executive level business support through virtual integration to build and deliver a powerful presence for our exclusive clientele. Through collaborative partnerships and by applying our marketing mindset in creative, technological and administrative capacities, we propose and execute compelling strategies for our clients. We are personally committed to the profitability of our clients business and conduct ourselves with the highest level of ethics, confidentiality, and professional standards. Contact Carrie Drybrough at *Vicadea Concepts* 416.560.4797 or [info@vicadeaconcepts.com](mailto:info@vicadeaconcepts.com).