Template 1: Enterprise Action Plan for small business or not-for-profit

1. Vision statement
   • What are your goals for this enterprise?
   • What do you want to achieve?

2. Products/services
   • What do you provide to your customers/clients?

3. Owner experience
   • What strengths and experiences do you bring to this enterprise?
   • What do you still need to learn in order to make this enterprise successful? Research where and how you can learn what you need to.

4. Market research
   • Describe the industry/sector you will be working in. Include information on:
     - what products and services are already available
     - which customers/audiences/groups are interested in your products
     - what is required to be successful in this field
   • Identify one competitor in your field OR a successful individual/business/organisation in your field (or a related field). Explain why they are successful.
   • Conduct a small survey of possible customers to determine their needs and wants

5. Target market
   • Identify your target market and explain why this group would want to buy your product/service.

6. Unique selling position
   • What will you be offering that your competitors will not?
   • How will you differentiate your business?

7. Marketing strategy:
   • How will you advertise and attract customers?
   • Explain why your strategy will be successful.

8. Resources
   • What kind of premises (e.g. shop, office space) will you need?
   • Where will this be?
   • What resources/equipment/supplies will you need to run your business?

9. Team management
   • Who do you need on your team/staff? What will their responsibilities be?
   • What teamwork/communication skills will they need?
   • What enterprising characteristics will they need?
   • What policies and procedures will you need in place to ensure your team works together effectively?
10. Finances
- What will you need finance for?
- What are some potential sources of finance, and what are their advantages and disadvantages?
- Which source/s would be best for you?

11. Risk management
- Identify three main risks/challenges you might face and how you will manage them.

12. Monitoring and evaluation
Create a timeline for your project.

<table>
<thead>
<tr>
<th>Short term goal</th>
<th>Projected completion date</th>
<th>Evaluation – how will you know this goal as been achieved</th>
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13. Bibliography

1. Mission statement
   • What is your long-term goal and how do you plan to achieve it?

2. Research
   • Describe the field in which you will be carrying out your project.
   • Identify opportunities within this field, e.g. job advertisements, opportunities for innovation.

3. Strengths
   • Identify your strengths:
     - What do you already know?
     - What can you already do well?

4. Areas for development
   • What do you need to improve?
   • What things do you still need learn?

5. Education
   • What formal and informal education can you access? Research options and opportunities and include details (e.g. courses, colleges, universities, online resources).
     - Which are best for you?

6. Experience
   • How can you gain experience in this field?

7. Action plan schedule
   Complete a timeline for your plan.

<table>
<thead>
<tr>
<th>Short term goal/task</th>
<th>Completion date</th>
<th>How this task will be completed</th>
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8. Resources
   • What resources/equipment/supplies will you need to achieve your goal?
   • Will you need an office space/premises to work from?
   • Will you need staff, a team or support in order to achieve your goal?

9. Teamwork and communication
   • Identify some teamwork and communication skills that will be useful in helping you achieve your goals, and explain why they will be useful.
10. Finances
• What expenses will you have to meet?
• Where will you get the necessary finance?

11. Risk management
• Identify two main risks/challenges you might face and how you will manage them.

12. Evaluation
• How will you measure your success?

13. Bibliography