

2021 Business Plan – Goals and Budgets

Business Name:		Vision
Directors Name(s):		
Industry:		
Year End:		
Our Values		

2021 Goals	
Personal Goals	Business Goals

Budget Summary	Q1	Q2	Q3	Q4	Total
Sales					
Gross Profit					
GP%					
Overheads					
Profit					

Key Opportunities	Biggest Threats

2021 Business Plan – Goals and Budgets

SMART – (Specific – Measurable – Achievable – Realistic – Timely) Goals				
2021 Goals	Q1 Actions	30 Day Actions	Who	When

2021 Business Plan – Goals and Budgets

NOTES

2021 Business Plan – Goals and Budgets

EXAMPLE: COMPLETED ACTION PLAN

Business Name:	Acme Incorporated Limited	Vision
Directors Name(s):	William Wood	To be the UK number one ecological Weedkiller provider. To be a recognisable household name. To educate the UK that you can kill weeds and not endanger the environment.
Industry:	Weedkiller	
Year End:	31 st Dec	
Our Values	<ul style="list-style-type: none"> - Honest – Reliable - Clear Pricing - Quality Product - Ecological 	

2021 Goals	
Personal Goals	Business Goals
<ul style="list-style-type: none"> - Increase salary to £100K a year - To start a meaningful pension - Work one less day a week - Exercise more 	<ul style="list-style-type: none"> - Get placed in one major DIY store per quarter - Develop the brand - Attend 4 trade shows - Employ a Sales Director to help take my burden - Be cash self-sufficient - Go paperless

Budget Summary	Q1	Q2	Q3	Q4	Total
Sales	100,000	200,000	350,000	250,000	900,000
Gross Profit	45,000	92,000	164,500	112,500	414,000
GP%	45%	46%	47%	45%	46%
Overheads	30,000	32,500	35,000	40,000	137,500
Profit	15,000	59,500	129,500	72,500	276,500

Key Opportunities	Biggest Threats
<ul style="list-style-type: none"> - More people spending time at home - Climate / ecological awareness increase 	<ul style="list-style-type: none"> - Major brands muscling in - cashflow

2021 Business Plan – Goals and Budgets

SMART – (Specific – Measurable – Achievable – Realistic – Timely) Goals				
2021 Goals	Q1 Actions	30 Day Actions	Who	By When
Get placed in 2 major DIY stores	Get placed in 1 major store	Get placed in local stores - Ring around / visit local stores - Get product in place	DD	31/01
Develop the brand	Work with Brand Designer	Sell more to afford the former	WW	30/06
Attend 4 large trade shows	Develop Stand and Branding	- Do research into best attended shows - Get prices for 2021 shows (subject to COVID-19)	HG	28/02
Employ Sales Director	- Write job description of role - Figure out what we would need to pay - Work on commission	Speak to Sophie about head hunting role	WW	31/01
Be cash self sufficient	- Produce cash forecast - Produce Budget	- Improve Credit Control - Investigate DD Gocardless	HG	15/01
Go Paperless	- Look at where we use paper and eliminate	- Talk to accountant about automating our bookkeeping	WW	31/01

2021 Business Plan – Goals and Budgets

NOTES ON COMPLETING YOUR PLAN:

Page 1:

Values - What is it you believe in? – what sets you apart from your competitors – your values are what defines you as a business.

Vision - What do you want to achieve in 2021, what will your business look like when you get out the other side.

Personal Goals - What do you want to achieve personally – this can be anything, more money, more health, more time.

Business Goals - What are your specific business goals for 2021. Linked into your Vision these are the specific goals you want to achieve that will deliver your vision.

Budget summary - Use this section to outline your budget for 2021, broken into quarters – what do you want to achieve for 2021 and where do you want to be in total for the year.

Key Opportunities – What are the things that you could potentially take advantage of next year

Key Threats – What are the things you will need to be aware of and avoid in 2021

Page 2:

SMART Goals – use this to create your SMART goals for 2021

2021 Goals – taken from your business goals outlined on Page 1, these are the big things you wish to achieve

Q1 Actions – What will you achieve in Quarter 1 or the first 90 days **30 Day Actions** – what will you achieve in the next 30 days

Who – Who will do these actions?

When – when will they be done by