



Community &
Voluntary Services
cheshire east

Business Planning

session 1

How the course works

welcome

Aims and Outcomes

To equip you and your organisation to plan for the future, and understand where your services fit in the wider sector

By the end of this session you should have increased:

- Knowledge of the component parts of a business plan
- Understanding of the Planning Triangle
- Ability to define aims and objectives

What we'll cover today:

- Overview of the course
- Component Parts of a business plan
- Charity planning triangle



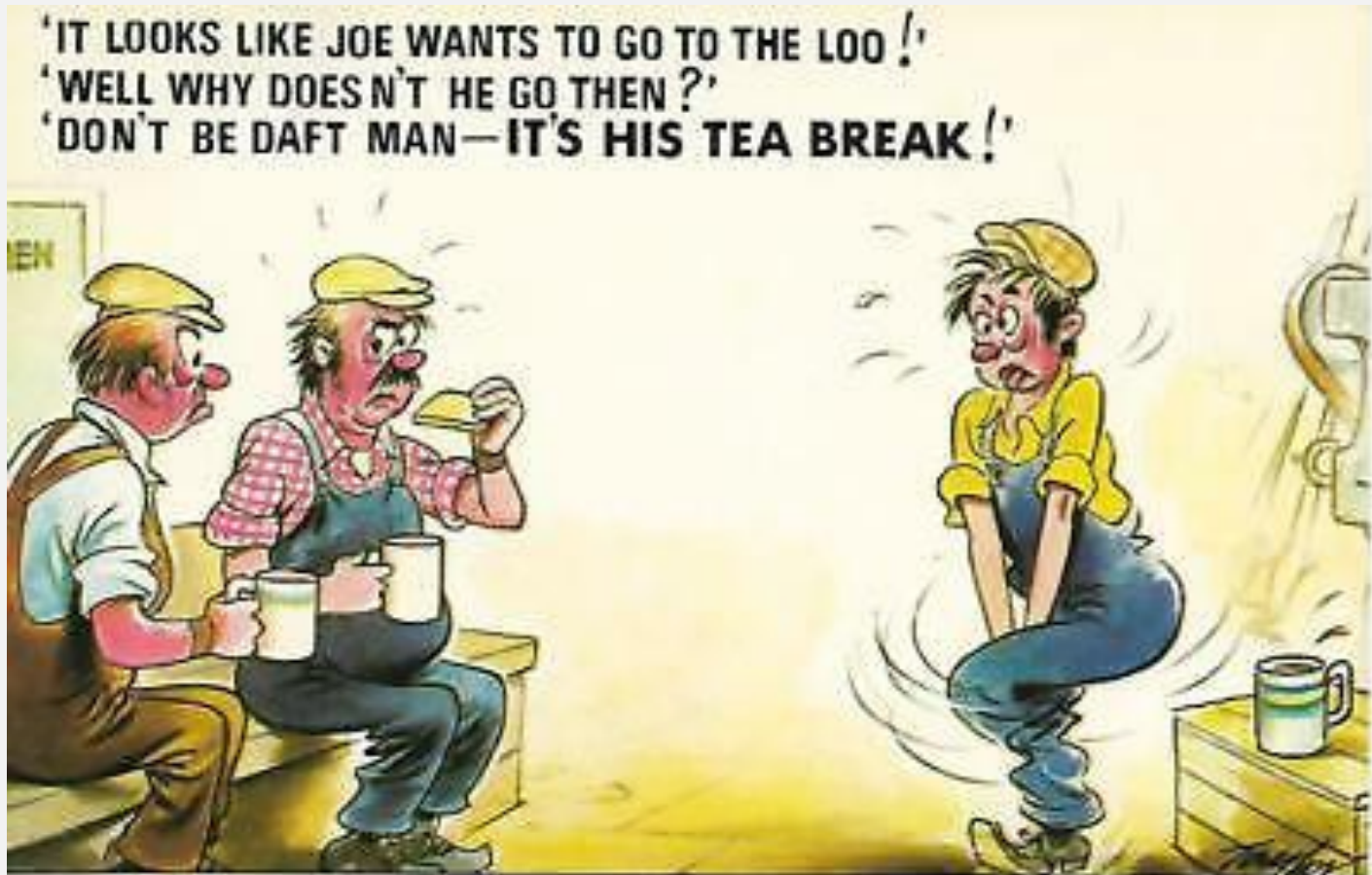
Introductions



Why bother?

- The harder to plan, the more important planning becomes
- Direction Planning rather than a blue-print
- The process is almost as important as the results
- Building on what you already do
- Other people want to see it

Break?



What is a business plan?

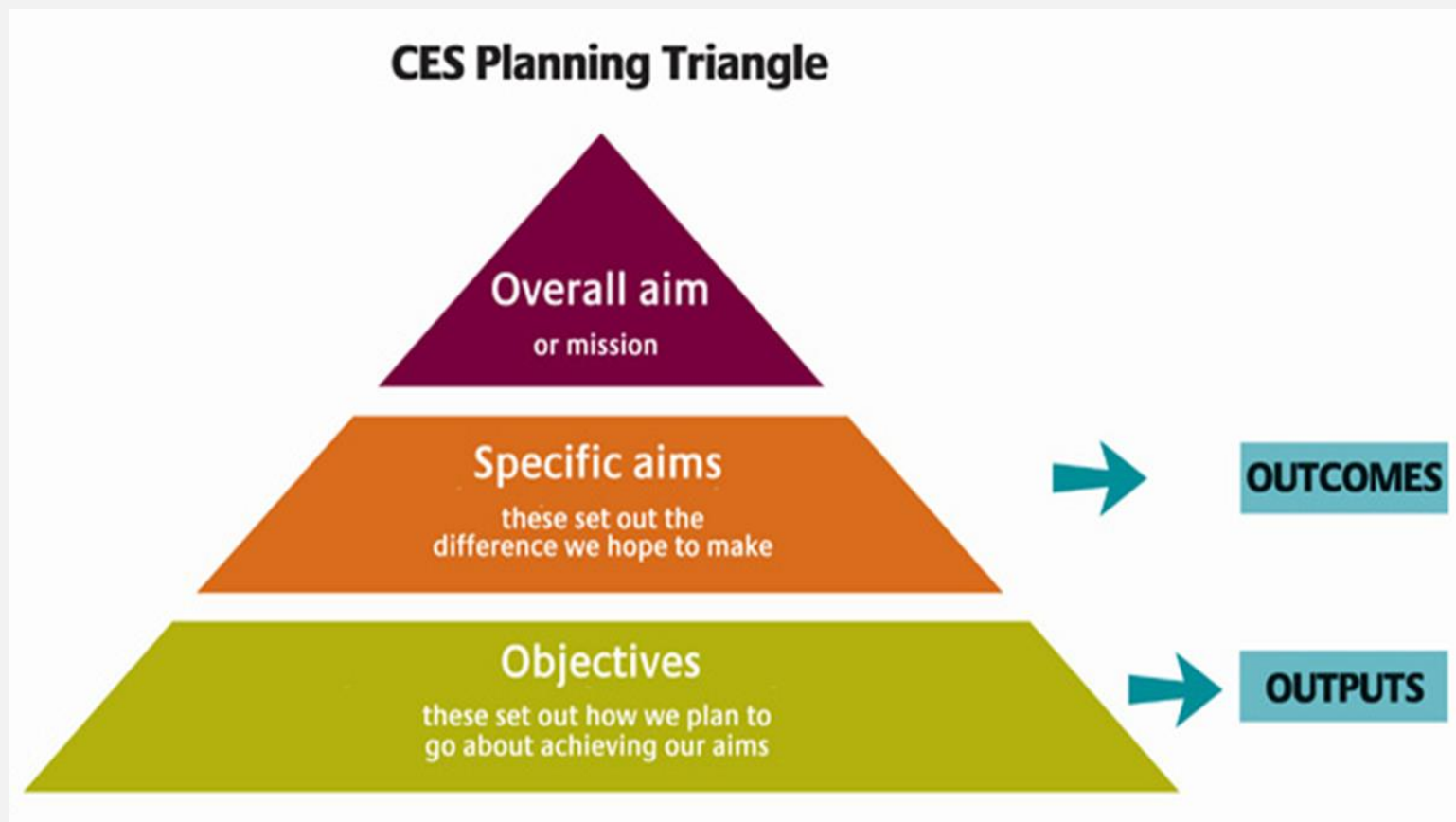
Component Parts

1. Executive summary
2. About your organisation
3. What we do
4. Our market
5. Market research and testing
6. How we reach our market
7. Market analysis
8. Operational plan
9. People, management and governance
10. Our impact
11. Cost and income structure
12. Financial forecasts
13. Risk map

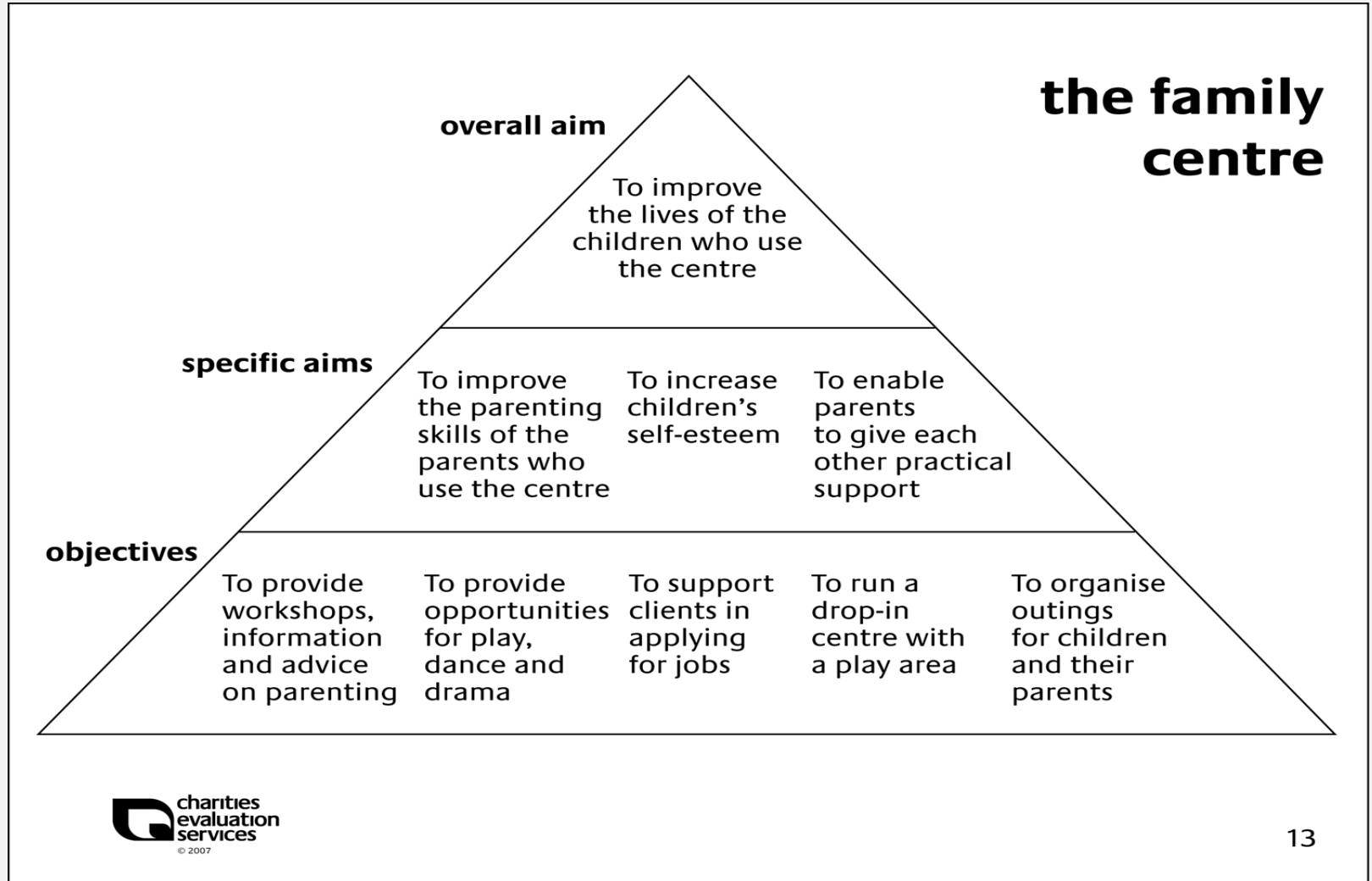
Mission

- “To refresh the world...To inspire moments of optimism and happiness...To create value and make a difference.”
- “We save people money so they can live better.”
- “To organize the world’s information and make it universally accessible and useful.”
- “To enable people and businesses throughout the world to realize their full potential.”
- “To give people the power to share and make the world more open and connected.”





the family centre



Plan, Do, Review.....



Questions

- Take away task
- Future Weeks
- Offers of expertise