



Business Planning

The business plan is a mix between the strategic Plan and the financial plan (page 10). It outlines the objectives and goals of the Strategic Plan with the income and expenses generated by the club as well as expected income, grants etc., to put together a realistic view of what can be achieved over the next financial year.

By having a Business Plan, a club can plan for a range of reasons such as fund raising for facility developments, ensuring the club can cover the operational expenses for the next financial year or ensuring the club will not end up in financial trouble if they run an event or if unexpected expenses arise. Bring together interested members and committee members along with relevant club information including past financial documents, historic club records etc. Assign one person to be the facilitator of the session to ensure the planning session moves along smoothly and ensure that someone has been assigned to taking detailed notes.

Tips for business planning:

- **Primary objectives** – what is the primary objective identified by the club for the plan
- **Business plan summary** - what is the specific purpose of the business plan? Outline long-term objectives
- **Business description** - outline a brief description of the core activities of the organisation and the relationship with the objectives of the Business Plan
- **SWOT analysis**
- **Market analysis** - it is essential to indicate that there is a sound market base for the objective
- **Marketing strategies** - a well-developed marketing strategy is vital to the success of a club's plan
- **Business growth and development** - how does the club anticipate increasing membership, optimizing use of the club's infrastructure, and continually improving the product and service to ensure the club is continually developing and growing?
- **Production facilities** - it is necessary the club identifies the resource opportunities within and what will be required? Will sub-contracting be required? What are the technical requirements? Are there adequate personnel?
- **Financial requirements** - it is imperative that all financial aspects are identified, including proposed expenditure and income supported with relevant quotes and costings
- **Return on investment** - will the club provide a return on the investment and if so, what is the proposal for returns
- **Management** - describe the background of the key persons involved in the project and outline the roles of other personnel required
- **Administration** - to ensure the project and business plan remain on target it is important that the financial reports be formulated on a regular basis (monthly) and presented to the club committee
- **Supporting documentation** - the club and particularly the project management group must ensure supporting documentation is retained.

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