

Writing your business plan: 30 important questions to ask yourself

Running any business means that you are juggling a range of competing demands – often on very limited resources. If you can answer the thirty questions below you will identify your key drivers and produced a good business plan. You might want to use the questions as a check list to make sure you have covered everything.

1. What style of leadership and management do we have in the organisation?
2. What are our organisation's values? And how are they lived out?
3. What principles underpin how our organisation operates?
4. Who, in reality, are the really important decision makers within the organisation?
5. How does the organisation respond to change? What changes need to be made to implement the new plan?
6. How do staff engage in the planning processes for the organisation?
7. What is our current focus in terms of organisational development?
8. What is the purpose of our organisation?
9. What are our current activities? How successful are we at delivering on them?
10. What skills do we have and will need to develop to achieve the new business plan?
11. What experience has been gained and how can these be developed?
12. What resources do we have?
13. How does developing a new business plan fit in with our strategic plan?
14. How do we evaluate existing activity and plan for new developments?
15. How supportive are the Board and key staff of making the changes necessary to support the new business plan?

- 16.** What policies, procedures and systems will we need to develop or modify to support the objectives of our business plan?
- 17.** What resources do we have that we can allocate to development?
- 18.** What skills do we need to be able to further develop the business? What additional resources and support do we need?
- 19.** How the business is currently funded, ratio of self-generated revenue to grants?
- 20.** What are the strengths/weaknesses of our funding composition?
- 21.** What financial management and reporting systems do we have in place?
- 22.** How will they need to change to run to support the new business plan?
- 23.** How have we developed and funded new projects in the past?
- 24.** What investment do we require? What sources of investment/funding can we identify?
- 25.** What is our attitude towards loan finance? What is our experience of loan finance and repaying loans?
- 26.** Do we have the power to borrow?
- 27.** What do we currently do with surpluses?
- 28.** What type of relationship do we have with our bank?
- 29.** What are the cash flow implications of developing our business idea?
- 30.** Will we access any non-commercial income to run our enterprise? How?

Any questions?

If you have further questions please don't hesitate to contact us – we're always happy to hear from you.

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