



Business Planning Fundamentals

Small Business Mentoring Program - Mackay Regional Council

Webinar One - Presented by Giovanna Lever

PIONEER VALLEY MOUNTAIN BIKE TRAILS

LET'S BREAK IT DOWN

Today we will discuss:

1. Common business plan mistakes
2. Desirability
3. Feasibility
4. Viability

Getting your thoughts out of your head and into a practical plan!

**YOUR
BUSINESS
ON ONE
PAGE**

PLANNING 101

BUSINESS MODEL CANVAS

“A business model describing the rationale of how an organisation creates, delivers and captures value.” (Strategyzer)



COMMON
**BUSINESS PLAN
MISTAKES**

MISTAKES TO AVOID

KEEP IT SIMPLE

- Unrealistic financial projections.
- Not defining the reader.
- Not doing enough research.
- Hiding your weakness.
- Including too much information.
- No focus on your competition.
- Superficial definition of target customers.
- Underestimating business risks.
- Not having one...

GETTING CLEAR ON YOUR
BUSINESS PROMISE

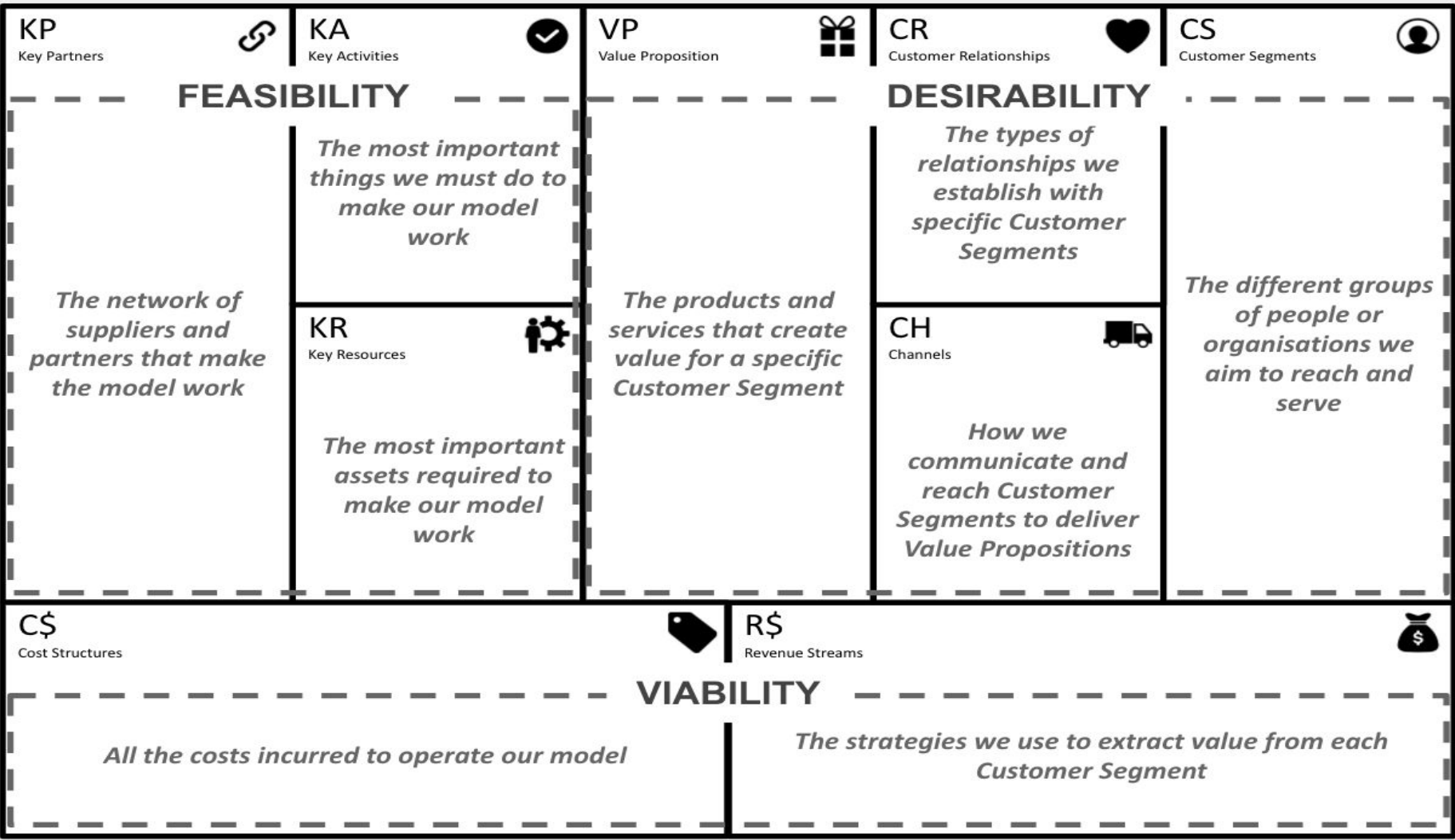
Business Model Canvas

Designed for:

Designed by:

Date:

Version:



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THINK OF YOUR BUSINESS

Image credit: Big Kiss Travel

MAPPING OUT YOUR
BUSINESS MODEL CANVAS

CUSTOMER SEGMENTS

WHO ARE YOUR CUSTOMERS?

The different groups of people or organisations we aim to reach and serve.

EXAMPLES:

Customers concerned with
automobile safety

Intergenerational family stay

Accommodation hosts

Property developers

VALUE PROPOSITION

WHAT DO YOU DELIVER?

The products and services that create value for a specific Customer Segment.

EXAMPLES:

Personalised and social
experience

Premium and private
accommodation

Income generation

Affordable and safe, yet
stylish, family cars

CHANNELS

HOW DO YOU COMMUNICATE?

How we communicate and reach Customer Segments to deliver Value Propositions.

EXAMPLES:

Referral program

Content marketing

Word of mouth

Distribution platform
channels

CUSTOMER RELATIONSHIPS

HOW DO WE REWARD?

The types of relationships we establish with specific Customer Segments.

EXAMPLES:

Excellent customer service

Promotions

Discounts

Concierge hotline

REVENUE STREAMS

HOW DO WE CHARGE?

The strategies we use to extract value from each Customer Segment.

EXAMPLES:

Product sales	Free
Fee-for-service (hairstresser)	Transaction fee (accommodation)

KEY RESOURCES

WHAT DO WE HAVE?

The most important assets required to make our model work.

EXAMPLES:

Staff

Machinery and equipment

Building

Network

KEY ACTIVITIES

HOW DO WE DO IT?

The most important things we must do to make our model work.

EXAMPLES:

Booking administration

Bookkeeping

Selling products

Teaching

KEY PARTNERS

WHO DO WE NEED?

The network of suppliers and partners that make the model work.

EXAMPLES:

Council

Suppliers and contractors

Distribution partners

Manufacturers

COST STRUCTURES

HOW MUCH DOES IT COST?

All the costs incurred to operate our model.

EXAMPLES:

Salaries

Cost of suppliers

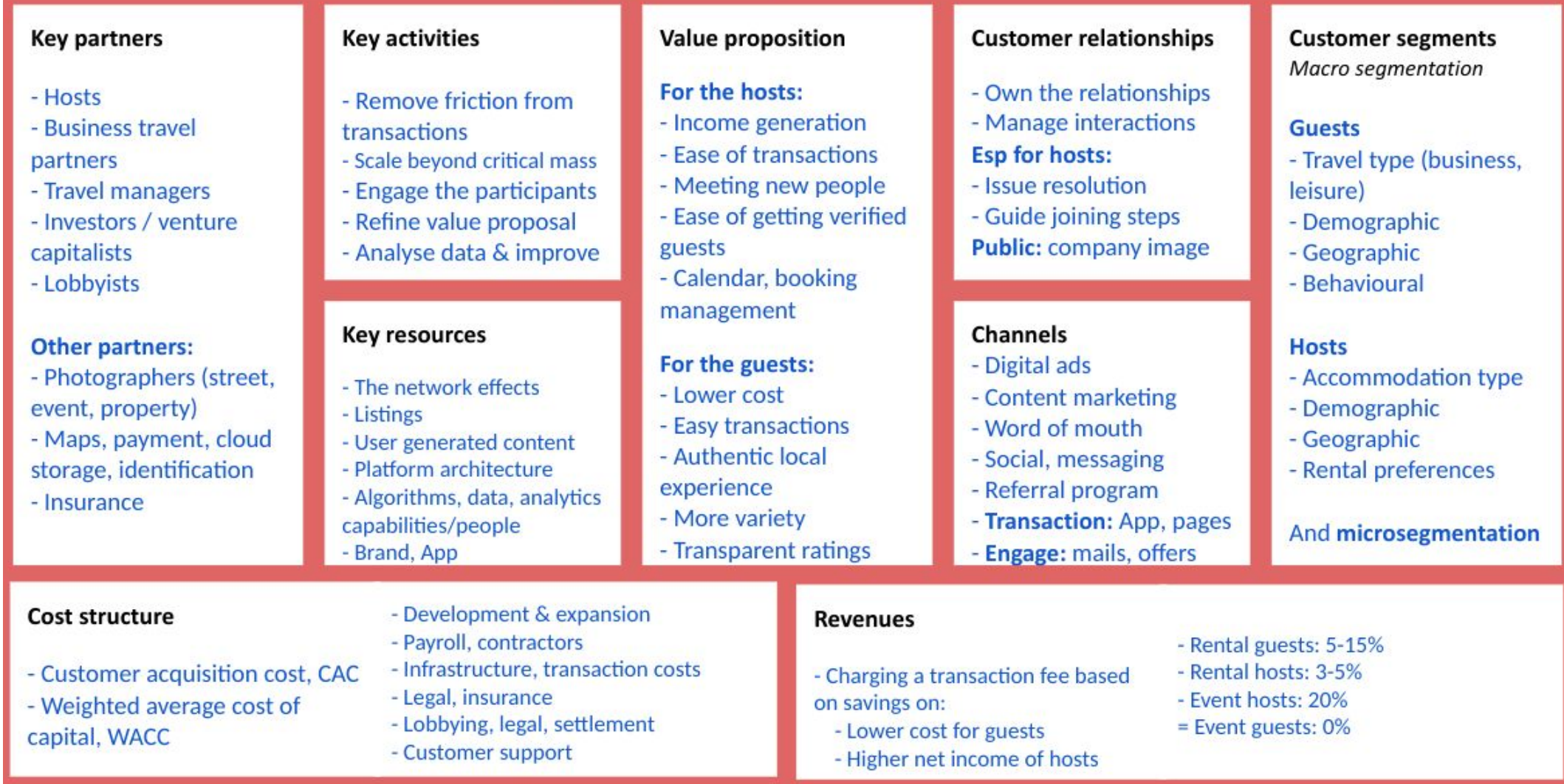
Commissions

Rent

EXAMPLE

BUSINESS MODEL CANVAS

Business Model Canvas



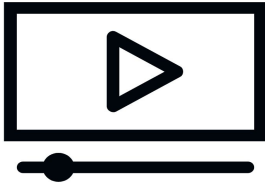
LET'S RECAP

- Avoid business planning mistakes.
- Don't overcook it.
- Getting your thoughts out of your head and into a practical plan.

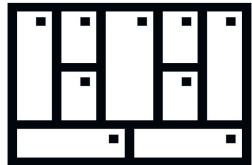
RESOURCES & TOOLS



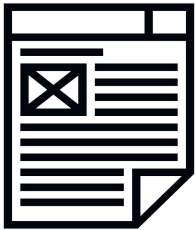
PRESENTATION SLIDES



VIDEO RECORDING



BUSINESS MODEL
CANVAS TOOL



STRATEGYZER
TRAINING VIDEOS
AND GUIDES

Questions



THANK YOU

If you have any questions regarding this webinar or the mentoring program, please email the Sparrowly Group mentoring team mentoring@sparrowly.com

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