



## Business Planning

**You start your business with certain hopes and ambitions, loosely called the plan. Every business owner knows what he wants to do, the plan is the route map showing the way, how to get there.**

### How does it work?

We spend time talking to you to establish where you are with your business, where you want to be and we look at your personal goals and corporate objectives. The objective of the plan is also important, is it for lenders? an internal document?, the wording and terminology will be very different. The information is then collated and presented in a readable easy to understand format with budgets, goals and objectives, all clearly outlined for you. But that's not all, we also identify areas where you will need help and we will provide support in those areas. But that's not The End !! so many plans are left in the too draw and never revisited. We set up to review annually as a minimum, were we are on the plan. Sometimes the plan is revised in light of new information, other times you will look and say what happened and how do we get back on plan. Having Beech as a resource you will have someone to check the progress and question the directions the organization is going to keep you on Plan.

### Where is it needed?

Whether you're just starting in business or are a successful rapidly growing organization, the business planning exercise should be done regularly. It will help you avoid costly mistakes and point out areas to be addressed giving you focus to your business. It provides a great business communication tool being used to form the backbone of your organization with everyone singing from the sheet, " is that in the Plan".

### The benefits.

Focus, direction, communication, all words heavily utilized in business. The business plan helps in all these areas. The organization knows its focus, profitability, bigger market share etc, the business has direction, everyone knows what part to play as for communication, the plan tells it how it is and what needs doing.

### What to do next

Contact Beech and put yourself on the right path.

### Beech Business Services

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