

## What Does Your Business Need to Accomplish to be Successful?

<b>How do you see your business in the future?</b> <b>Vision &amp; Values</b>	<b>Why does your business exist?</b> <b>Mission</b>	<b>What are you trying to achieve?</b> <b>Goals</b>	<b>What measurable targets must the business accomplish?</b> <b>Objectives</b>
<p>What products / services will you (really) offer?</p> <p>Who will be your customers?</p> <p>What do you want to be known for?</p>	<p>What unique product / service are you offering?</p> <p>Why will customers buy from you?</p> <p>What key customer desire will you satisfy?</p>	<p>What do you want to achieve from the business?</p> <p>How do you see yourself in the future?</p> <p>What will you gain?</p>	<p>What specific measurable financial targets will you achieve?</p> <p>What specific, measurable marketing &amp; sales targets will you achieve?</p> <p>What specific, measurable operations targets will you achieve?</p>
<b>How will you build and manage the business?</b> <b>Strategies</b>	<b>What actions will you take?</b> <b>Key Actions &amp; Plans</b>	<b>What will your actions achieve by when?</b> <b>Key Milestones</b>	<b>What will your sales, costs, profitability be?</b> <b>Forecasts &amp; Measures</b>
<p>How will you manage the business for improvement?</p> <p>How will you develop market opportunities?</p> <p>How will you solve the issues within the business?</p>	<p>What do you need to do, by when, to achieve your objectives?</p> <p>How will this contribute to your success?</p> <p>How will you know when you have done it?</p>	<p>What results will you have achieved by when?</p> <p>What will you successfully complete, by when?</p> <p>What will you have resolved, by when?</p>	<p>What will you forecast for sales, costs and profitability?</p> <p>What will your forecast cashflow be?</p> <p>What will your break-even be this year?</p>