

BUSINESS PLAN



VISION

This indicates the long-term direction, i.e. what you want to have achieved in 10 years time



MISSION

This is typically focussed on the present business scope—"who we are and what we do".



OBJECTIVES

*Objectives are business performance targets—the results and outcomes it wants to achieve. They function as yardsticks for tracking an organisation's performance and progress. Objectives are often referred to as **SMART**; **Specific, Measurable, Achievable, Result** orientated and **Timebound***

A Triple Bottom Line (TBL) approach is encouraged—Financial, Environmental and Social



FINANCIAL



ENVIRONMENTAL



SOCIAL



STRATEGIES *Are the broad approaches adopted to meet business objectives*



FINANCIAL



ENVIRONMENTAL



SOCIAL



ACTION PLANS *Are the detailed steps that you will take to ensure that the strategies are successfully implemented and that they meet objectives stated*



FINANCIAL



ENVIRONMENTAL



SOCIAL