## **BUSINESS PLAN**

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VISION This indicates to have achieve	he long-term direction, i.e. what you want d in 10 years time	MISSION	This is typically focussed on the present busine scope—"who we are and what we do".	1ess
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<b>UDJECTIVES</b> perf	ctives are business performance targets—the results and o ormance and progress. Objectives are often referred to as <b>S</b>	outcomes it wants to achieve. They <b>SMART; Specific, Measurable, Achi</b>	function as yardsticks for tracking an organisc <b>evable, Result</b> orientated and <b>Timebound</b>	ration's
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A Triple Bottom Line (TBL) approach is	ormance and progress. Objectives are often referred to as <b>S</b> ncouraged—Financial, Environmental and Social	outcomes it wants to achieve. They <b>SMART; Specific, Measurable, Achi</b>	evable, Result orientated and Timebound	ation's
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STRATEGIES Are the broad approaches adopted to meet business objectives						
FINANCIAL	ENVIRONMENTAL	SOCIAL				
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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				
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