

My Enterprise / Project

Introduction/ Summary

1. Vision

Vision, (Goals, Aspirations) (Where going) Motto, Mission (What we do)

Vision

Motto

Mission

2. Passion

Motivation

Motivations / Belief

Current SWOT

3. Strategy

“Continually Allow for Change”; Products, Services, Outputs; Strategic Plan (Implementation); Business Plan; Finance; Management style (Teamwork); Objectives-Goals (Goal-getting); Structure (Manning / Staffing); Organizational Culture

Present Status

Location

Products / Services

Management & Personnel

Financial Data

- **Sources & Funding Application**

- **Capital equipment list**

- **Projected Balance sheet**

- **Projected Income Statements**

- **Cash Flow Projection**

Research & Development

Implementation Plan

4. Market - Customers

Identifying/Defining the Market,; Local & Global Influences; Image; Marketing; Selling; Advertising; Distribution; Packaging; Merchandising

The Market

- **Market analysis**

Competition & Feasibility Study

Customer / User Profile

Marketing Strategies & sales Plans

Image

5. Organization

Organizing ourselves and others; Operational Systems; Planning Tools

Operational Plans & Systems

Planning principles

6. Information - Records

Record keeping; Information flow; Data collection; Financial records; Reporting; Research facilities; Trending Use of Technology

Legal requirements – operation & personnel

Operational Information – databases

Financial /accounting records

Reports

Technology

7. Decision making

Empowerment; Participation; Delegation; Levels of Authority; Responsibility

Problem-solving principles

Personnel Empowerment – levels of authority & accountability

8. Communication – Network

Meetings (Formal & Informal); Written, Audio, Video, Electronic; Developing Networks; Feedback & Presentation techniques

Communication strategies (internal & external)

Formal meetings (scheduled)

Current Network & network development strategy

9. Customer Service

Relationship building; Dimensions of Service; Customer Service Policy; “Customer Bill of Rights”;

Customer Service Policy

Relationship building philosophy

10 Values & Standards

Core values -Integrity, Efficiency, Excellence, Quality – Discipline; Competence (Education, Training, Experience) - Output Orientation; Environmental conservation; Measurement

Values

Standards

Competence policy and strategy

Environmental policy

Measurement
