



# BUSINESS & STRATEGIC PLANNING

Your plan to drive your business to achieve its goals

## FEATURES

A strategic plan considers the external environment which the business operates in and aims to identify long term strategic issues.

It incorporates developing a vision, purpose, values and business objectives, as well as an environmental analysis and an action plan for the future.

Strategic planning helps a business or organisation to consider its purpose, goals and objectives and how they can be achieved.

You will benefit from a strategic plan by:

- Having a clear direction moving forward
- Developing associated resourcing, policy and implementation plans to improve performance
- Having a better understanding of the environment in which the business operates and the associated impacts/risks to be managed
- Gaining commitment from team members through participating in the planning process
- Writing down intuitive plans

# BUSINESS & STRATEGIC PLANNING



A business plan adds to a strategic plan and develops an operations focus. A business plan describes how you will achieve your strategic vision. It can include production planning, human resources, financial analysis, marketing and capital investment planning. It may also involve discussions that incorporate succession planning and management of land, enterprises and debt.

You will benefit from a business plan by:

- Having greater awareness of your business values, purpose, goals and objectives
- Having greater awareness of business strengths, weaknesses, opportunities and threats
- A deeper understanding of current business performance through financial benchmarking
- Being able to communicate professionally with business members and stakeholders such as banks
- Developing an associated action plan to move your business forward
- Gaining commitment of business members through participating in the planning process

## WHAT IS THE DIFFERENCE BETWEEN A STRATEGIC PLAN AND A BUSINESS PLAN?

STRATEGIC PLAN:	BUSINESS PLAN:
<ul style="list-style-type: none"><li>• The overall 'game plan' for your business</li><li>• A big picture, future vision for your business</li><li>• Used to build and expand your business</li><li>• Defines your competitive advantage</li></ul>	<ul style="list-style-type: none"><li>• Directs the operations of your business</li><li>• Provides structure for ideas and actions</li><li>• Can be used to seek funding for a new business venture</li></ul>

Businesses may choose to develop a strategic plan or a business plan or both; however one is no more important than the other.

Our business and strategic planning service will provide your business with:

- A pre-service discussion to determine needs and ensure that sessions are customised to meet your needs
- Provision of pre meeting materials and checklists to focus thinking and prepare participants
- A one – two day meeting to undertake the planning process
- Provision of a written report

## BENEFITS TO YOUR BUSINESS

- Gain control of your business
- Be motivated through opportunity assessment
- Gain a deeper understanding of your current business position
- Ensure your business reaches its full potential
- Access an independent opinion on your business

If you are feeling out of control, frustrated, or struggling for profitability, we offer a business and strategic planning service to help you face your challenges and make the most of your opportunities. Through this service you will devise, develop, and refine a plan to move your business to the next level.

Since 1997, we have delivered more than 300 strategic and business plans to business owners across the state, including the South Australian Government project 'Planning for Recovery' from 2007 - 2010. This has given us a great insight into many of the common issues facing businesses, and what does and doesn't work.

## WHY WORK WITH US

We have been producing business plans with farm and small business owners since 1997, giving us an in-depth understanding of rural and regional businesses. Our whole of business approach considers both technical and management aspects. We provide you with a professional, independent, innovative approach and a genuine desire to help you achieve your goals and move your business forward.

For more information  
contact us on **1300 746 466**  
or visit **pinionadvisory.com**

