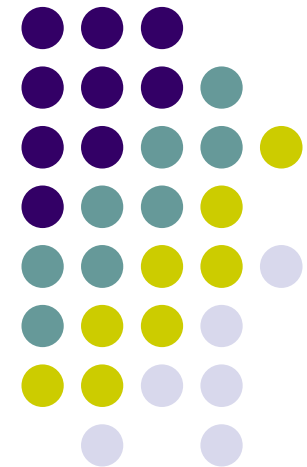


Making it Work!

Testing out your group's
Idea for Development



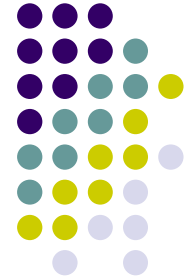


You have an idea ...



- You have interest from others
- Your idea has value, ie you think people will buy your service, product or support your idea
- ... but
- You don't know ...
 - If your idea is viable
 - how many users/customers you will have
 - what your set up costs will be or
 - how much to charge

You need a plan ...



Engaging people for positive change

*north west
together **wecan***



Business Planning



- What is it?
- Why do we need one?
- How do we build one?
- What goes in it?



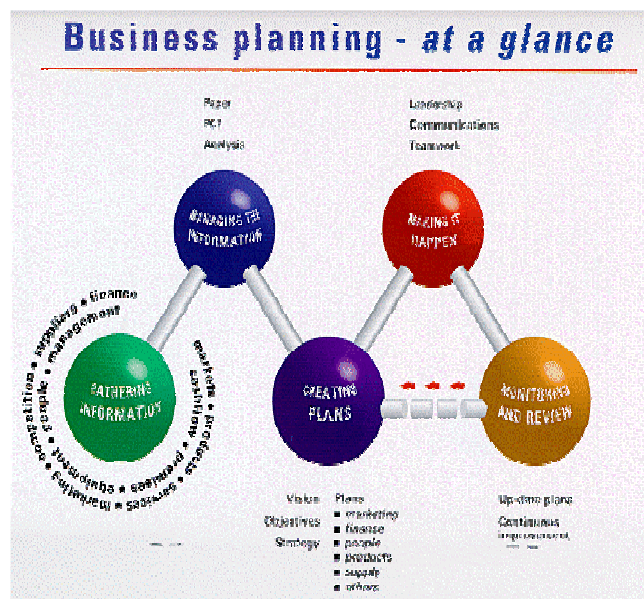
What is a business plan?

- Sets out who you are and what you do
- What you *want* to do
- How you intend to do it
- How much it is going to cost.





Why do we need one?



- Planning helps you focus your ideas
- Clarity about what you are doing
- Allows others to understand your organisation
- Particularly funders.



How do we build one?

- Gather information – market research
- Decide what you want to do
- Set out how, when and where you will do it
- Keep it short and simple.



Engaging people for positive change





What goes in it?

- Title Page
- Contents Page
- Introduction Page
- Executive Summary
- Main Body of Plan
- Acknowledgments and references
- Appendices.



How much detail?

- Keep it simple
- Provide enough information
- This year - realistic
- Next year - aspirational
- Third year – ideal
- Regular review





Market Research

- five basic methods:
 - surveys
 - focus groups
 - personal interviews
 - Observation
 - field trials.

