

Single page planner

Strategic Objectives

- 1 Set up and trade with turnover of £48k+ in the first year.
- 2 Offer a first-class sailing adventure holiday and training facility.
- 3 Create business systems and structures to accommodate growth.
- 4 Create a marketing plan with emphasis on social media engagement.

● Going to plan
● Need attention
● Not going to plan

Support projects

		By whom	Measure	Target(s)	Performance
P1	Plan which Marina to work from	Pam / local knowledgeable friends	Research planning and price comparisons	Start now	● ● ●
P2	Find boats to rent and skippers to work	Pam	Research planning and price comparisons	Start now	● ● ●
P3	Organise a 12-month budget to keep on track	Pam	Budget plan	Now	● ● ●
P4	Work out my sales target for growth	Pam	Sales targets	Finished	● ● ●
P5	Plan out what social media platforms are best and plan out the SM engagement	Pam / SM expert	Organises and diarise a plan	End April	● ● ●
P6	Plan a Website	Pam / Ben	Have info ready for Ben	May	● ● ●
P7	Research online booking system for efficiency	Pam	Research	May	● ● ●
P8	Approach banks or investors to secure additional working capital if needed	Pam / Accountant	Organises a pitch	End May	● ● ●
P9	Research competition in the area	Pam	research	Now	● ● ●
P10	Start writing my ops manual which will help me systemise my business	Pam	Plan time for this and start writing with everyday task and issues	End April	● ● ●
P11	Plan a 12 month sales strategy	Pam	Sales strategy	April	● ● ●
P12	Research the areas to sail checking out restaurants, bars, events etc that will be relevant for an itinerary for my customers	Pam and friend with local knowledge	organises an itinerary	May	● ● ●

We support businesses to amplify growth

