

Your presenter

This business planning CD is presented by experienced business consultant and trainer Gordon Cramer.

In his 30 years in business, Gordon has worked with many of the worlds largest companies including IBM, Hewlett Packard, Canon, Tiffany's, Harley Davidson, Ford Motor Company, General Motors, Cadbury, Price Waterhouse Coopers, Kellogg, Woolworths, Coles, Amway and leading independent grocery cooperatives.

Gordon is highly experienced in the preparation of business plans both for his own businesses and for hundreds of business owners around Australia.

His background also includes working with start up companies and the preparation and presentation of detailed plans for Venture Capital. He has also written plans for the world leading Palo Alto Business Planning Software company.

Gordon holds Professional Certification in e-marketing including SEO, email marketing and search marketing, and was a charter member of the e-marketing Code of Practice Committee established by the Australian Communications and Media Authority.

Everyone is familiar with the saying 'we plan to fail if we fail to plan' - which is even more true in today's highly competitive business environment.

Having a plan is one thing—knowing how to make it work for your business is quite another.

The **Survive and Thrive Business Planning** CD focuses on the philosophy of business planning and uses some unique AND well tried techniques that will make your business stand out amongst the crowd.

For example, do you really know what your business does? You may be surprised to find out it's not what you might think.

This CD presentation is filled with examples and scenarios designed to help you produce a world class business plan that will really add value to your business.

This CD and its partner **Starting Your Own Business** are available for purchase online for only \$49.95 each. You can purchase the twin pack for only \$59.95.

Find out more on our website.

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Survive and Thrive Business Planning Course



Whether you own an existing business or you're just starting out, this CD is an excellent tool to help you to plan and implement your own small business strategy.

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Writing your own business plan

Regardless of what you've been told, the only person who can write an effective business plan for your business is YOU.

The key word is 'effective'. The plan someone else writes for you too often ends up on the shelf and your customers stay away in droves.

To be effective, a business plan must be a "Living Document".

This means it is a document you can rely on and one that you regularly revisit to review and update when necessary.

It contains not only your thoughts, but your targets and ways to measure your progress.

It should provide anyone who picks it up and reads it with a detailed snapshot of:

- what your business does
- how you do it
- what it costs to run
- who runs it
- where it's heading
- how it's travelling now

and more.

What will I learn?

Good question!

The course starts with basic questions and answers that may surprise you. We spend a good deal of time drilling down into just what it is that your business does—defining that in a few words or a "Tag Line". We then work through to develop your USP (Unique Selling Proposition) and you'll be pleased to know that you really do have one.

Overall, we cover more than 22 different aspects of preparing a business plan, including:

- examining aspects of the people in your business
- the products and services you sell
- how you sell and market products/services
- a SWOT analysis example and workshop
- the costs associated with running your business
- a detailed spreadsheet walkthrough

At the end of the course you will have all you need to create and prepare a comprehensive plan that you can constantly refer to and rely upon. One that will add REAL VALUE to your business.

Where can I find out more?

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175 Collins Street
Hobart Tasmania 7000

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45 Best Street
Devonport Tasmania 7310

Business & Employment
53 Canning Street
Launceston Tasmania 7250

For more information on services offered by Business & Employment contact us directly

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"We are in the business of helping small businesses to succeed. We provide information and advice as well as relevant and practical low cost or no cost workshops and events."