

Your presenter

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

With more than 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 brings his vast experience and knowledge to the workshops and seminars he presents in a hands-on and practical manner.

Since 2003 Gordon has presented to more than 12000 small businesses owners throughout Australia and has delivered more than 650 workshops and seminars.

Gordon has direct experience in the preparation of business plans both for his own businesses and for others.

His background 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, e-mail 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 never more true than 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 other 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. Find out more on our website.

www.businessandemployment.biz
or FREECALL
1800 709 552

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.

business &
employment

We bring it all together!



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Writing your own business plan

No matter what you may have been told, the only person who can write an effective business plan for your business is you.

The key word here is 'effective'. Too often you hear of cases where a business coach has taken on the task of writing a business plan for a client, only to have that plan end up in a cupboard or on a shelf gathering dust and customers staying 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!

We start with some very basic questions with 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 just a few short words or a "Tag Line". We then work with you to develop your USP (Unique Selling Proposition) and you'll be pleased to know that you really do have one.

After this we move on to:

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

All in all we cover over 22 different aspects of preparing your business plan.

At the end of the course you will have all you need to create and prepare a sound 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?

For more information contact us:

Business & Employment
175 Collins Street
Hobart Tasmania 7000

Business & Employment
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 **FREECALL 1800 709 552.**

Or online

www.businessandemployment.biz

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