



FORTY FOUR DEGREES
Lawyers and Consultants

TEN MINUTE BUSINESS PLAN

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YOUR 10 MINUTE BUSINESS PLAN

FORTY FOUR DEGREES' 10 MINUTE BUSINESS PLAN IS DESIGNED TO BUILD YOUR BUSINESS STRATEGY AND DRIVE GROWTH. USE THIS PLAN TO MAP OUT YOUR CURRENT POSITION IN YOUR INDUSTRY, DEFINE YOUR GOALS AND GET MOVING TOWARD THEM.

DESCRIPTION OF THE BUSINESS

What do you sell?

What do you buy?

What is the best thing about your business?

How long have you been trading?

How long have you been in the industry?

THE MARKET

Is there a geographical restraint to your business? If so, what is it?

What is the population that may need your services?

How many other businesses do what you do? How many employees do they have and how are they structured? What makes you different to them?

What technologies exist that assist business in your industry?

THE BUSINESS POTENTIAL

How do you currently make money? How else will you make money?

How will you reach more customers?

Do you need to take customers from other providers? If so, how?

What is your reputation? How can you improve it? How can you maintain it?

MISSION, GOALS AND OBJECTIVES

What do you want to achieve?

How long will it take?

How much money do you need to meet your current living expenses? How long will it take for you to earn it?

STRATEGIES

How will you communicate to the public what you do?

How will you improve the efficiencies of what you do?

What other things can you sell in the same space or to the same customers?

KEY PERFORMANCE INDICATORS

How will you measure your success?

What is a measure of successful performance?

COMPETITION

Who does what you do, but better?

Who does what you do, but worse?

Who else are your clients talking to?

BUSINESS STRUCTURE

Are you a....

Sole trader?

Company?

Trust?

Unit trust?



If you are unsure about how your business is structured, would like to change the structure or want advice on best options for business structures, please [contact us](#) for more information.

S.W.O.T ANALYSIS

What are your strengths?

What are your weaknesses?

What are your opportunities?

What are your threats?

SALES AND MARKETING

How will you get work? How will you convert clients?

Who is working on the business? Who is working *in* the business?

How many hours a week will you work on the business? Minimum? Maximum?

How long between a new lead and money in your pocket?

PREMISES, PLANT AND EQUIPMENT

Where will you work from?

Is there a more efficient, modern way to save money on your office space?

What do you use to work? Equipment? Computers? Vehicles? Tools?

How will you purchase the equipment and tools you need?



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GET IN TOUCH

TO CHAT ABOUT YOUR BUSINESS STRATEGY
AND HOW WE CAN HELP BOOST YOUR
BUSINESS PRODUCTIVITY AND PROFITS

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