



BUSINESS PLANNING FOR THE FUTURE



When setting new objectives, it's important to be realistic and include measurable key performance indicators (KPIs). List your business's KPIs and what you want to measure :-

Once you have produced your objectives, now you need to consider how you will achieve them. Try answering these brainstorming questions:-

Time Frame. How long do I anticipate these objectives will take to complete?

Team. Do I have enough team members to achieve these objectives and do they have the correct resources?

Customers. Is my business meeting the needs of my customers and how can I attract more? Think about ways to measure feedback and which avenues can be used to reach your target market e.g. website, social media, email, or post.

Are these objectives aligned with my business's long-term goals?