

PERFORMANCE
STRATEGIES
AND GROWTH
PLANNING FOR
SMALL TO MEDIUM
ENTERPRISES

- ▶ Business Advice
- ▶ Business Coaching and Mentoring
- ▶ Information Sessions and Seminars

MORGAN ▲ REYNOLDS
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YOUR ROADMAP TO HIGHER PROFITS



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BUSINESS PLANNING

HOW ORGANISED IS YOUR BUSINESS?

- ▶ Is your business meeting your expectations?
- ▶ Do you regularly prepare and review plans for the long and short term?
- ▶ Do you have an overall vision for your business?
- ▶ Do you have clear goals and expectations and share them with your staff?
- ▶ Can you solve problems quickly when things go wrong?

WHY IS A BUSINESS PLAN IMPORTANT?

- ▶ Poor planning is a major reason for business failure
- ▶ Businesses using a business plan are up to 12% more profitable
- ▶ Helps you develop long-term thinking for better decision making
- ▶ Formalises your goals and objectives so you can track your performance
- ▶ Gives lenders and investors evidence of organisational skills and commitment to your business

MORGAN REYNOLDS CAN HELP YOU:

- ▶ Start your business on the right foot with a clear direction and purpose
- ▶ Become more organised so you can achieve your targets
- ▶ Understand your economic environment better so you can be more competitive
- ▶ Identify reasons for problems or poor performance and how to resolve them

WE SHOW YOU HOW TO:

- ▶ Identify and set targets for the short, medium and long term
- ▶ Formulate plans to take you from your current position to your desired destination
- ▶ Improve communications throughout the business to increase commitment and motivation
- ▶ Review progress against targets so you can keep on track to achieve them
- ▶ Develop strategies for long-term business growth and prosperity