

BUSINESS PLANNING FUNDAMENTALS

Presented by Giovanna Lever

SPARROWLY GROUP

YOUR BUSINESS PLAN ON A PAGE

LET'S BREAK IT DOWN

Today we will discuss:

- 1. Common business plan mistakes
- 2. Desirability
- 3. Viability
- 4. Feasibility

Getting your thoughts out of your head and into a practical plan!

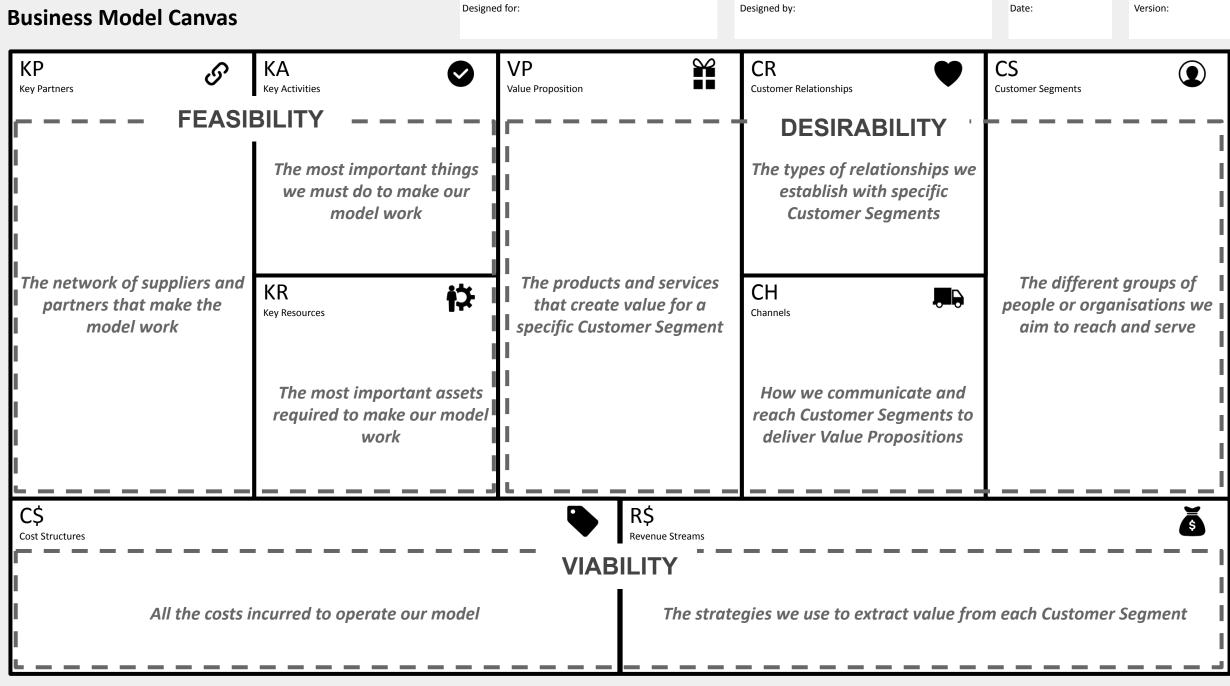


PLANNING 101

BUSINESS MODEL CANVAS

"A business model describing the rationale of how an organisation creates, delivers and captures value." (Strategyzer)







COMMON BUSINESS PLANNING MISTAKES



MISTAKES TO AVOID

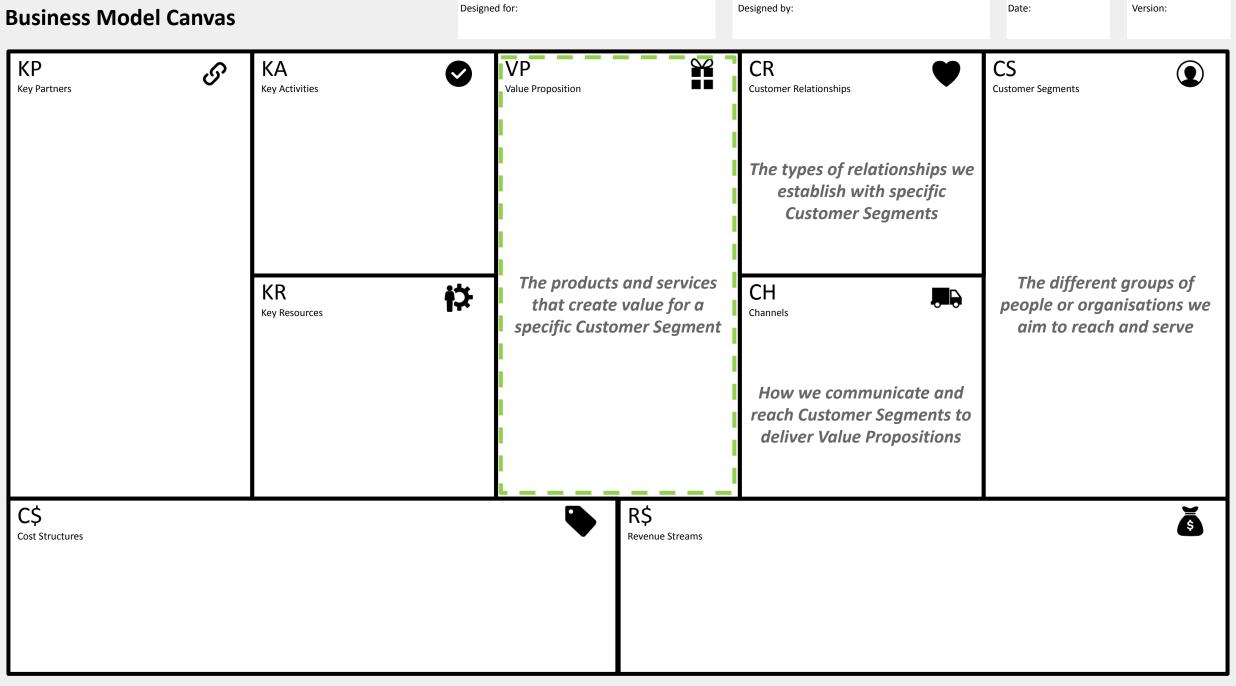
KEEP IT SIMPLE

- Unrealistic financial projections.
- Not defining the reader.
- Not doing enough research.
- Hiding your weakness.
- Including too much information.
- No focus on your competition.
- Superficial definition of target customers.
- Underestimating business risks.
- Not having one...

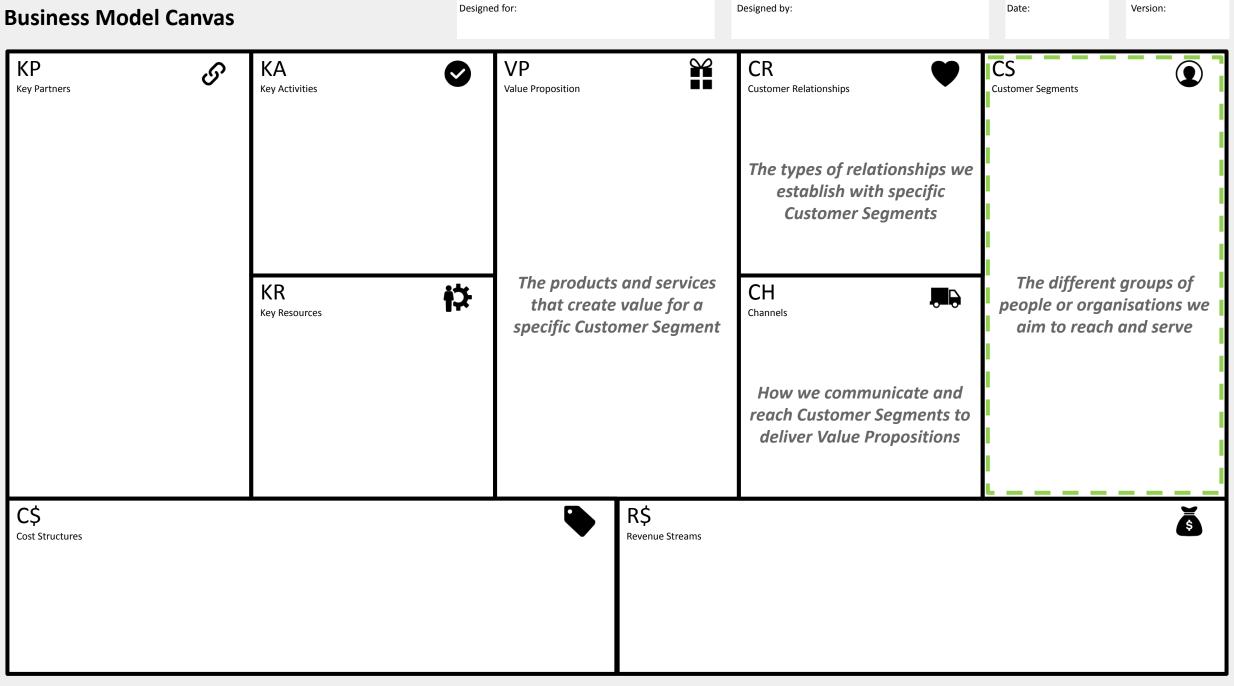


GETTING CLEAR ON YOUR BUSINESS PROMISE

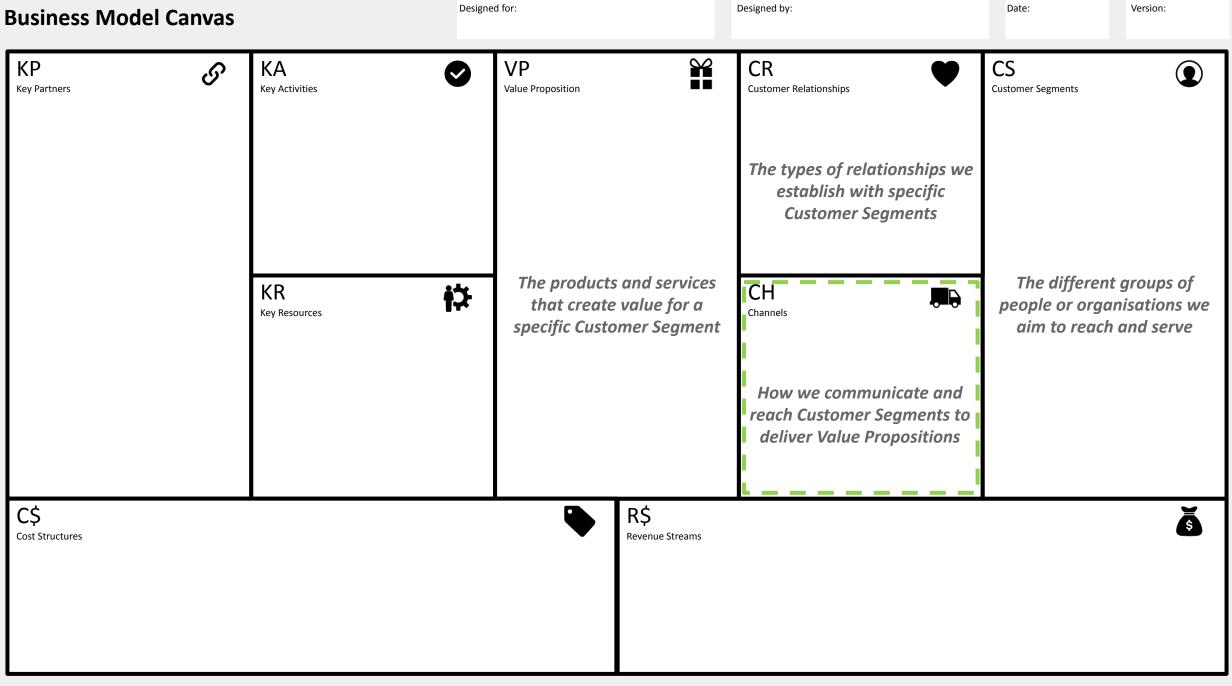




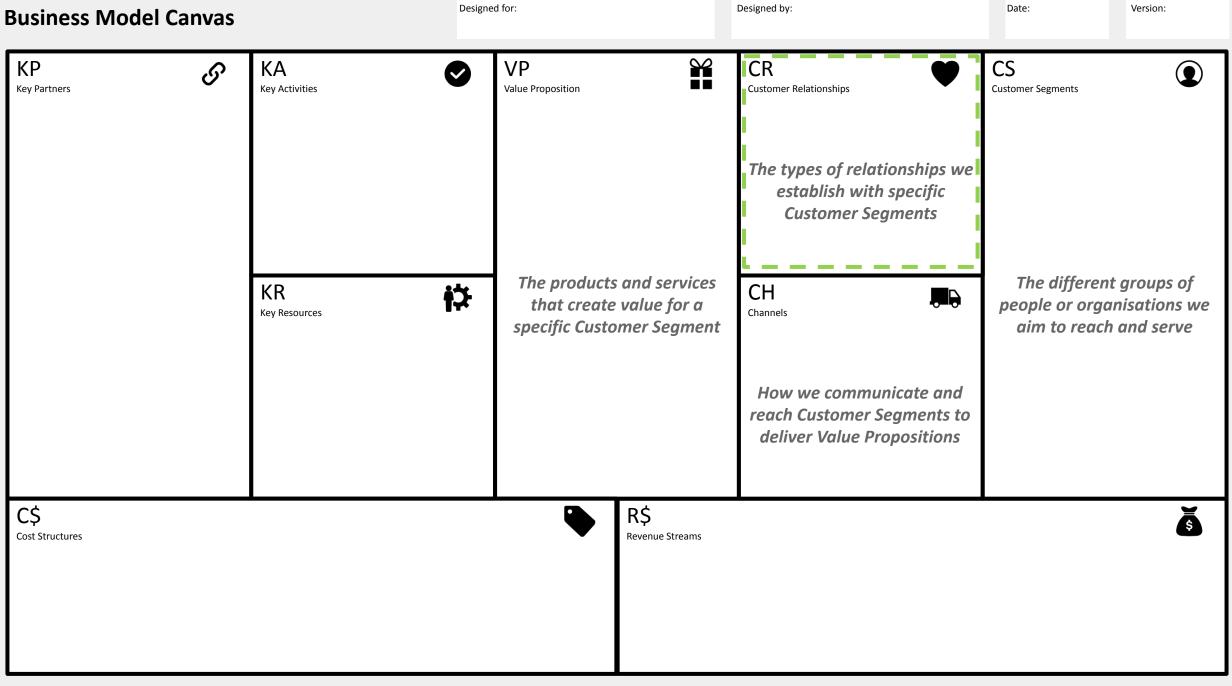




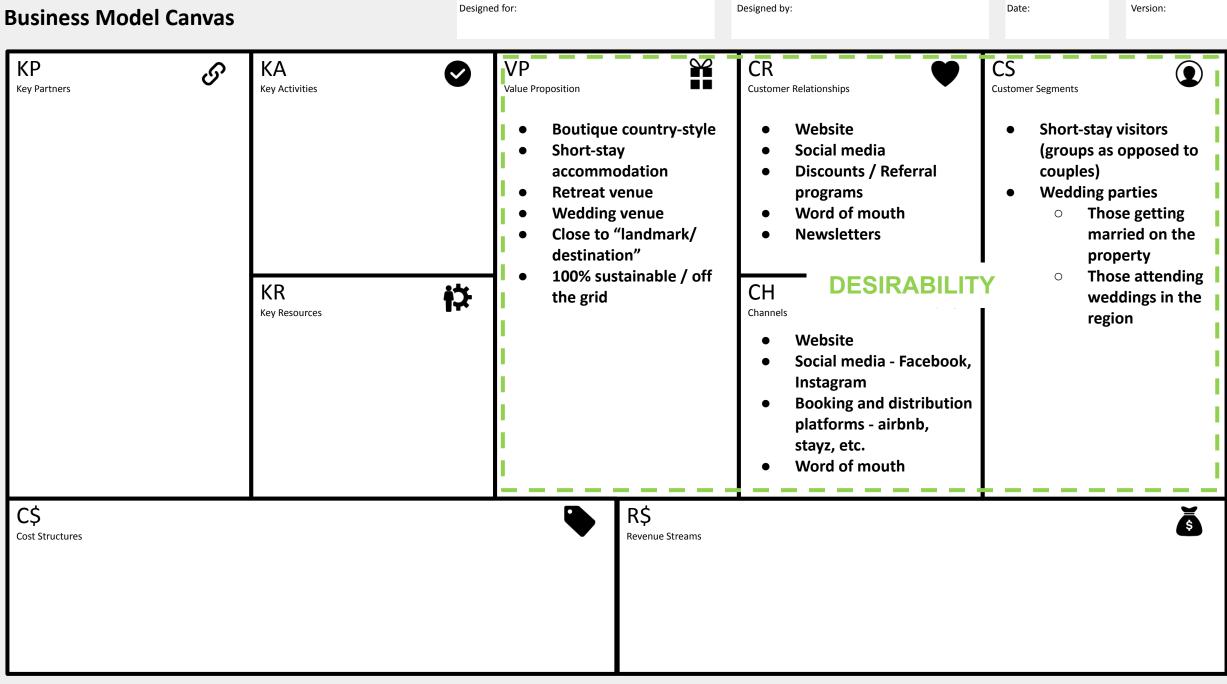




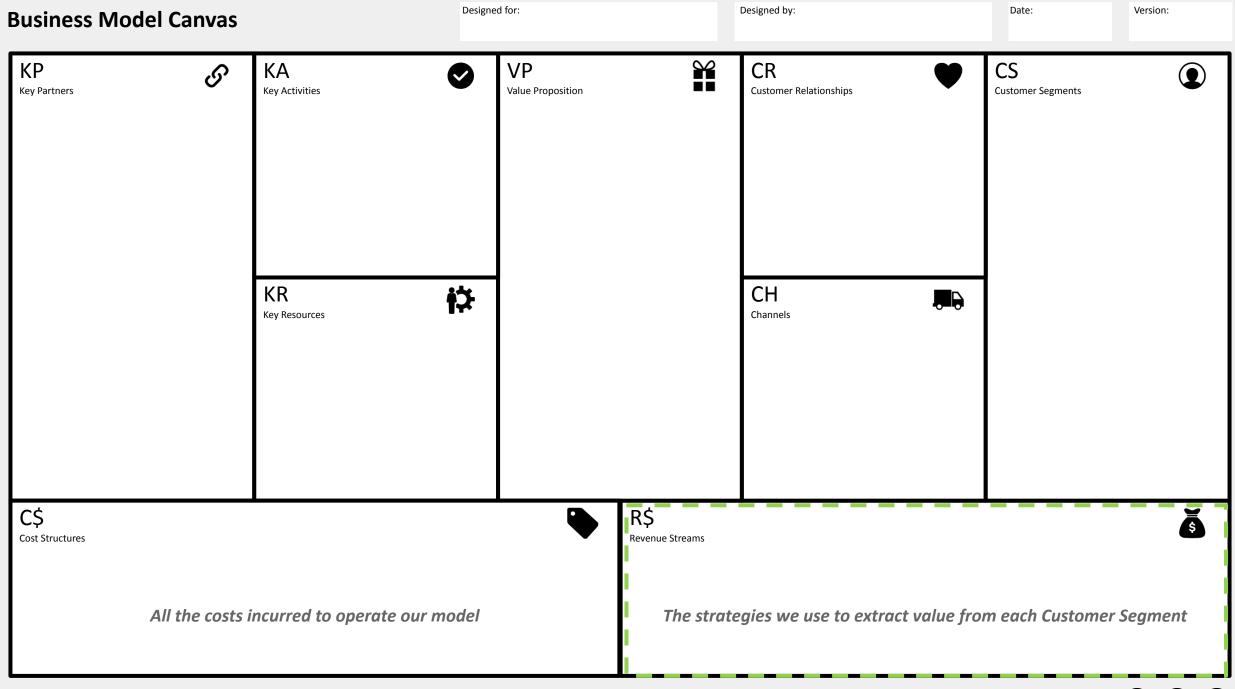




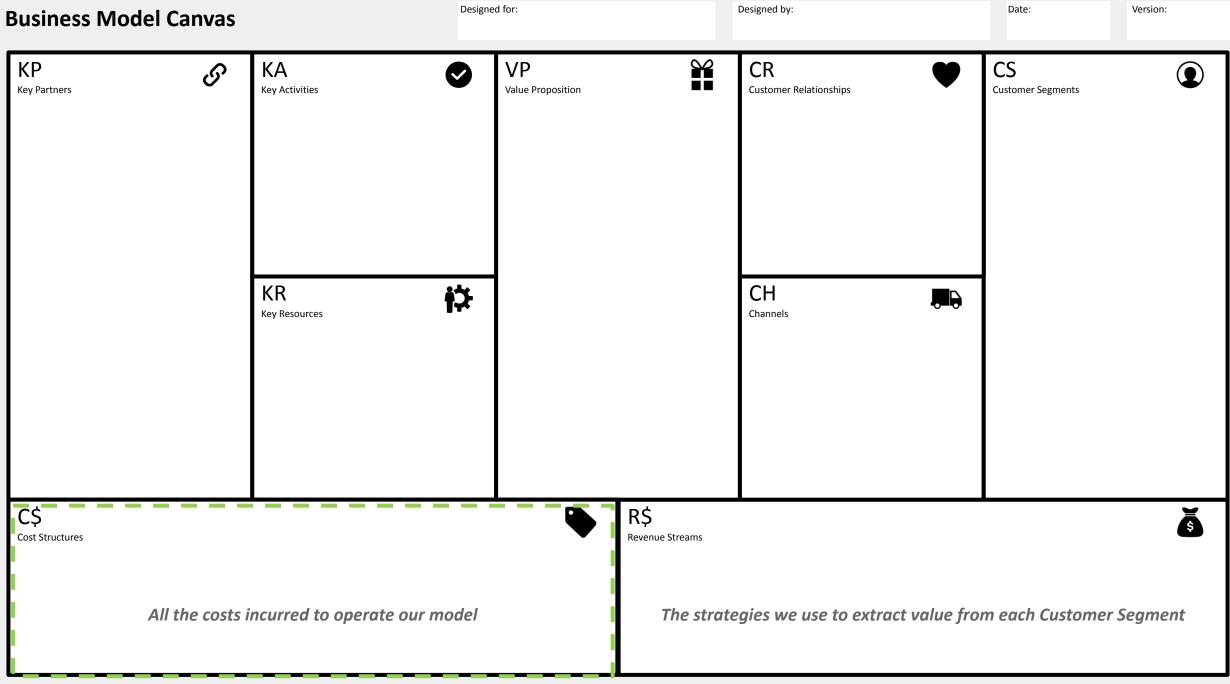




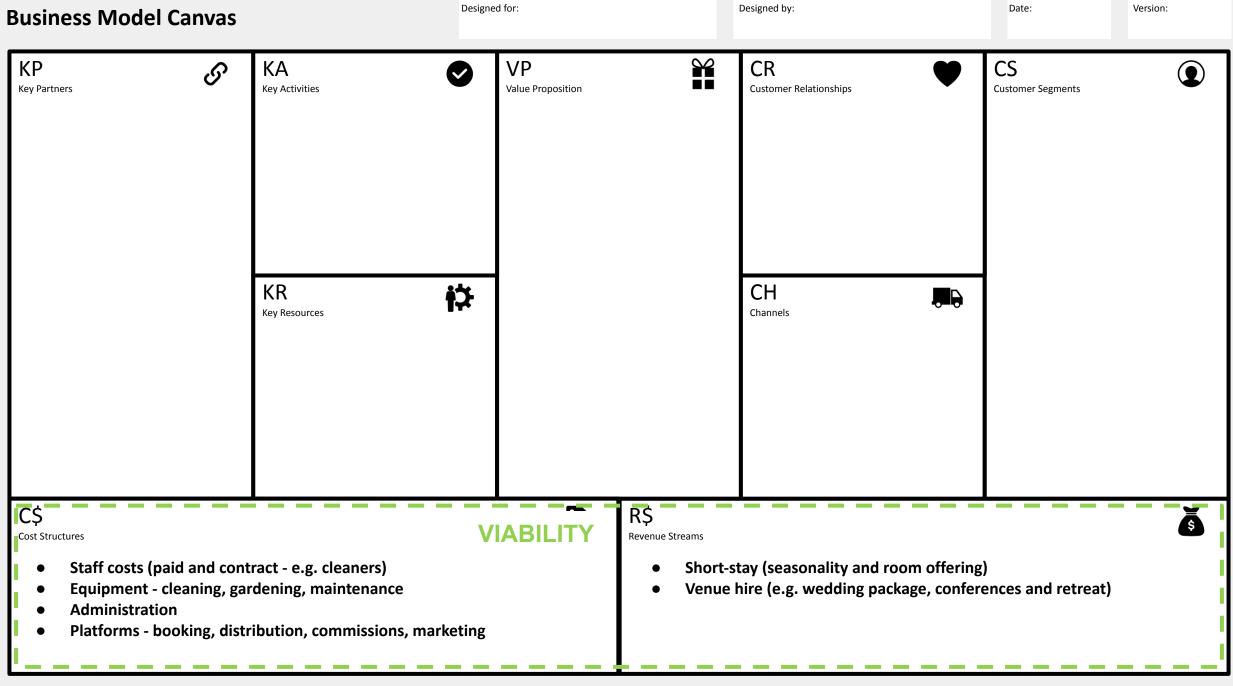




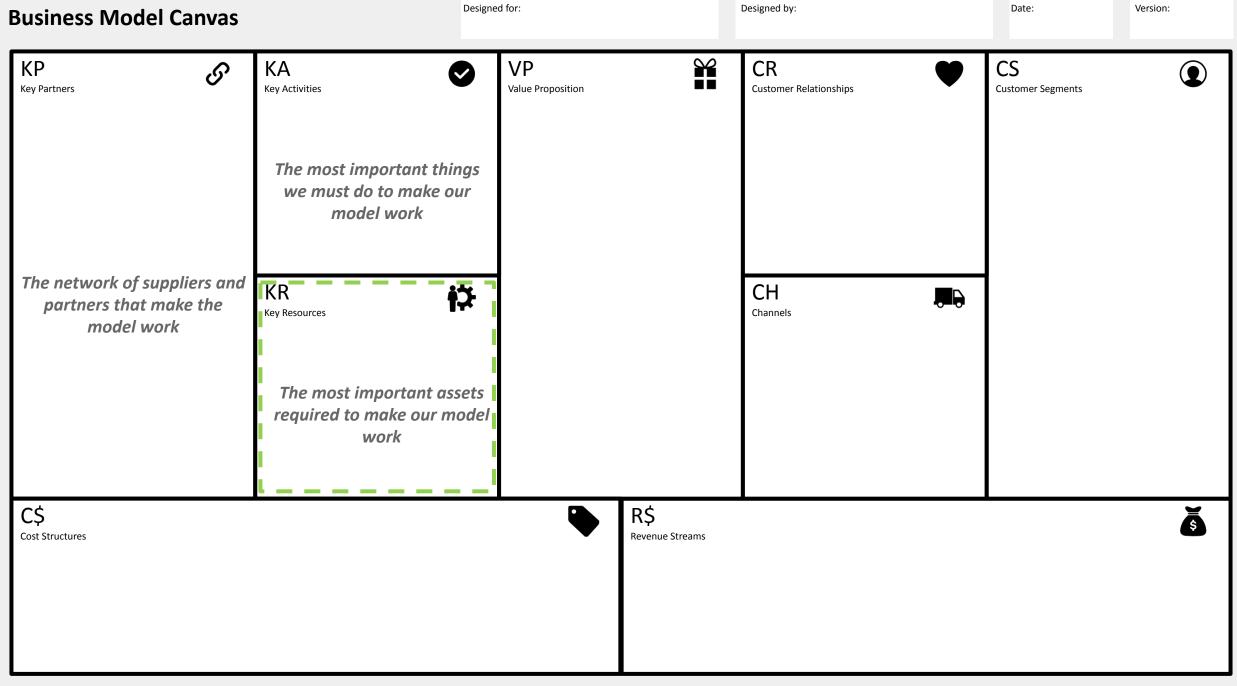




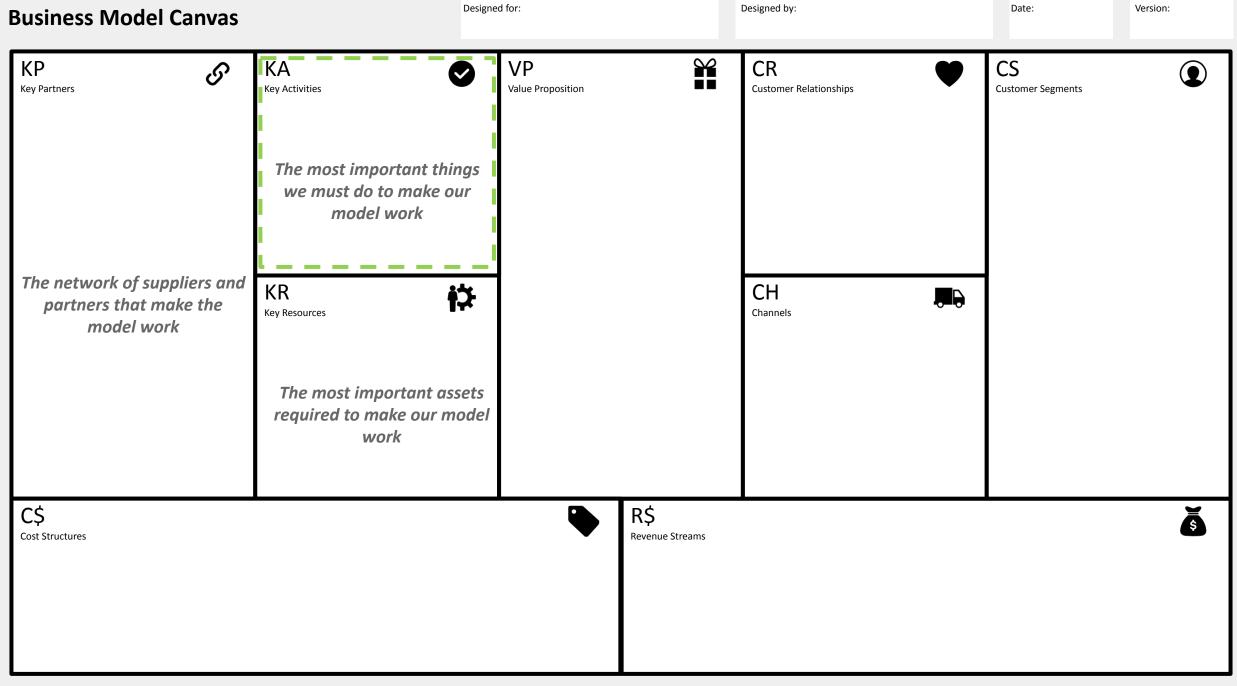




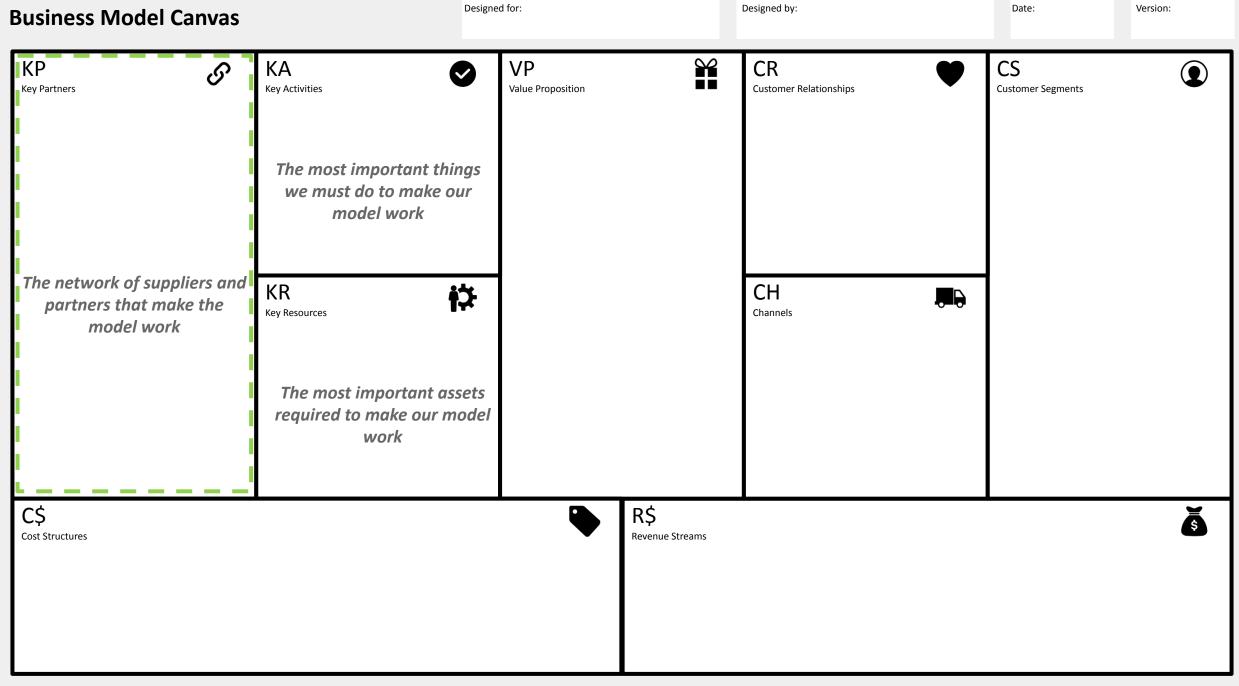














Designed for: Designed by: Date: Version: **Business Model Canvas** \mathbf{Y} CR CS ΚĀ VP **Key Activities** Key Partners Value Proposition **Customer Relationships Customer Segments Booking administration Local Council Experience Local Tourism** development and Organisation delivery **Regional Tourism Property maintenance** Organisation (cleaning and gardening) **Booking partners Distribution partners** Marketing **Local tourism operators Invoicing and Local wedding venues** bookkeeping KR CH **†**≯ for referrals Key Resources Property Channels **Local wedding suppliers** Staff as partners and referrals **Materials and** equipment **FEASIBILITY** Platforms and data marketing, booking, distribution, accounting, administration R\$ C\$ Revenue Streams **Cost Structures**





Designed for:

Designed by:

Version:

KP

Key Partners

- **Local Council**
- **Local Tourism Organisation**
- **Regional Tourism Organisation**
- **Booking partners**
- **Distribution partners**
- **Local tourism operators**
- **Local wedding venues** for referrals
- **Local wedding suppliers** as partners and referrals

KA

Key Activities



Booking administration

Property maintenance







- **Short-stay** accommodation
- Retreat venue
- **Wedding venue**
- Close to "landmark/ destination"
- 100% sustainable / off the grid

CR

¥

Customer Relationships

Website

programs

Social media

Word of mouth

Newsletters

Discounts / Referral



Customer Segments

CS



- - **Short-stay visitors** (groups as opposed to couples)
 - **Wedding parties**
 - **Those getting** married on the property
 - **Those attending** weddings in the region

(cleaning and gardening) Marketing

delivery

Experience

development and

Invoicing and

KR

bookkeeping



Key Resources Property

- Staff
- **Materials and** equipment
- Platforms and data marketing, booking, distribution, accounting, administration

CH

Channels

- Website
- Social media Facebook, **Instagram**
- **Booking and distribution** platforms - airbnb, stayz, etc.
- Word of mouth

C\$

Cost Structures

- Staff costs (paid and contract e.g. cleaners)
- **Equipment cleaning, gardening, maintenance**
- Administration
- Platforms booking, distribution, commissions, marketing



R\$

Revenue Streams

Short-stay (seasonality and room offering)

Venue hire (e.g. wedding package)









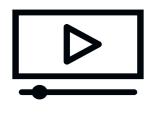
LET'S RECAP

- Common business planning mistakes.
- How to avoid business planning mistakes.
- How to get your thoughts out of your head and into a practical plan.

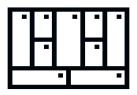


RESOURCES AND TOOLS





VIDEO RECORDING



BUSINESS MODEL CANVAS TOOL



STRATEGYZER
TRAINING VIDEOS
AND GUIDES





THANK YOU!

If you have any questions regarding this webinar or the mentoring program, please email the Sparrowly Group mentoring team - mentoring@sparrowly.com