HELP for AfriBizKid 4-Product 3-Year Business Plan

**Have you completed the FREE AfriBizKid Start Your Small Business course? Find it HERE >>**   **AfriBizKid Start Your Small Business**

Follow these easy steps for completing the AfriBizKid 4-Product Business Plan!

NOTE: Only input in the BLUE cells >>   <INPUT>   (making changes to other cells will impact the integrity of the spreadsheet)

Step # 1   Year 1: Access the AfriBizKid Business Plan in Google Sheets
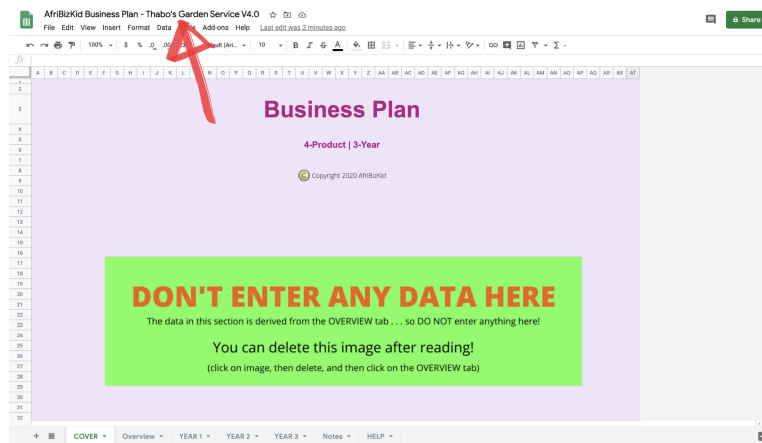
1.1 Download the AfriBizKid Business Plan and Open in Google Sheets

Click on the URL below to access the **AfriBizKid Business Plan**

https://docs.google.com/spreadsheets/d/16Y7ckAA7FIOZ2kNMsgkXmuMnsI0Zv7Wp1093MGweZjE/edit?usp=sharing

1.2 Rename the Business Plan with the Name of Your Business

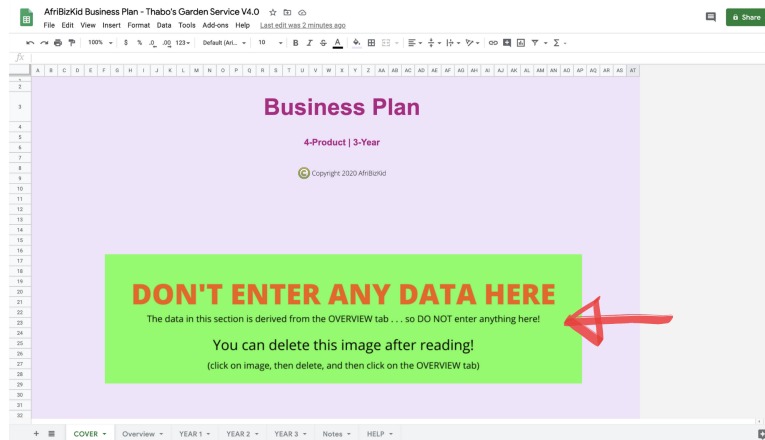Click on the spreadsheet name at the top/left and append with your business name

1.3 Select the COVER tab (bottom left) - the document should OPEN on this page

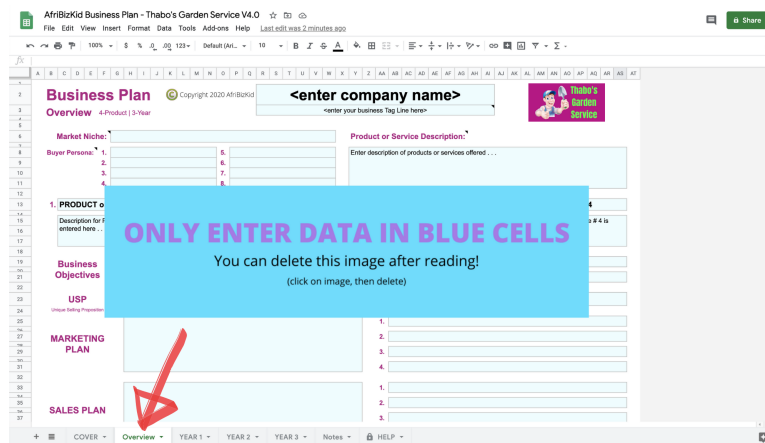**COVER**   Start off on the FIRST TAB (bottom left) - COVER
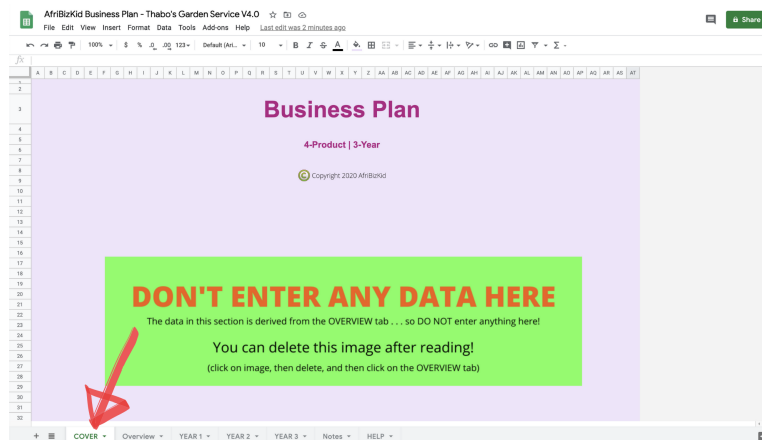
1.4 READ, then Delete the GREEN 'Don't Enter Any Data Here' Image

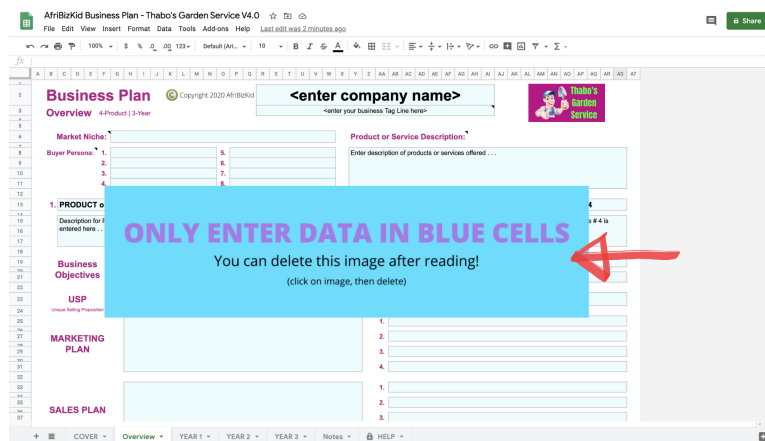This step is to have the user acknowledge that they should NOT enter any data on the COVER page

1.5 Select the OVERVIEW tab (bottom left)

Overview   Click on the SECOND TAB (bottom left), for the Overview section

**1.6 READ, then Delete the 'Only Enter Data in Blue Cells' Image**

This step is to have the user acknowledge that they should only input data and content in the BLUE cells

1.7 READ, then Delete the THREE GREEN 'Don't Enter Any Data Here' Images

This step is to have the user acknowledge that they should NOT enter any data in these areas

The 'output data' in these areas is derived from the Year 1, Year 2, and Year 3 tabs
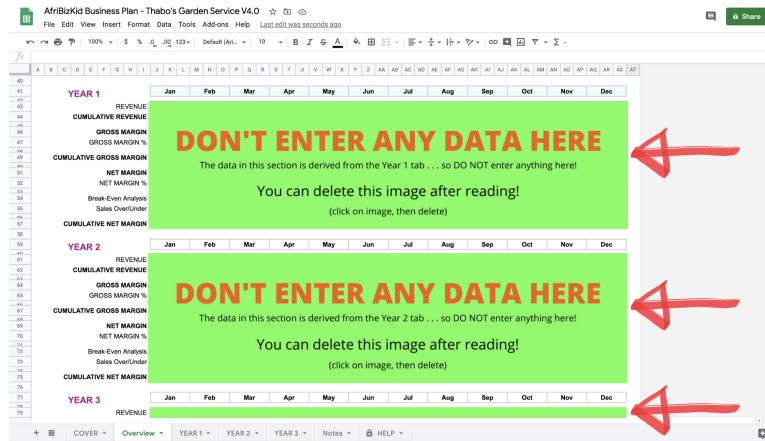
Step # 2 Business Name, Tag Line & Logo, Market & Buyer Persona, and Products & Services Description
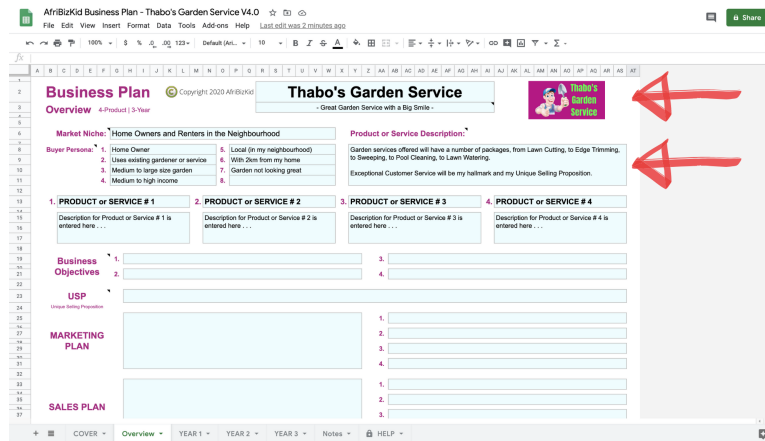
2.1 Business Name, Tag Line & Logo

Input the Business Name

Input the Tag Line

Insert a LOGO where indicated (add the image 'in the cell')

2.2 Market & Buyer Persona

Add the Market Niche

Add the CRITERIA that comprise the BUYER PERSONA

2.3 Product or Service Description

Add a general description of the Products or Services being sold by the business

Step # 3   Add Products/Services Names & Descriptions

3.1 Add Product/Service Names

Add Product or Service Names for 1 to 4 Products or Services

3.2 Add Product/Service Descriptions

Add individual Product or Service descriptions for 1 to 4 Products or Services

Step # 4   Business Objectives, USP, Marketing Plan, and Sales Plan

4.1 Business Objectives

Add 1 to 4 OBJECTIVES for your business

4.2 Unique Selling Proposition (USP)

Add a Unique Selling Proposition (USP) for your business: USPs directly address a specific need experienced by a company's ideal customer. A great unique selling proposition, sometimes known as a value proposition, should also emphasise what individual quality separates a business from its competition.

4.3 Marketing Plan

Add a short description of a Marketing Plan for your business

Add 1 to 4 Key Tasks for your Marketing Plan - what will you need to do to market your business?

4.4 Sales Plan

Add a short description of a Sales Plan for your business

Add 1 to 4 Key Tasks for your Sales Plan - what will you need to do to achieve sales for your business?

Step # 5 Months of the Year

5.1 Enter the Months of the Year

Decide what MONTH you want your Business Plan to start from; normally it is January, but it can be any month you choose

Abbreviate the MONTH with the first THREE LETTERS, eg 'Jan' for January

Increment the MONTHS over the 12-month period buy dragging the first month across the remaining 11 cells

Step # 6 Add Comments, Author, Revision, Date

6.1 Add Business Plan Notes for the Overview

Add any notes that help explain the assumptions and decisions you have taken for creating the business plan

6.2 Add Author, Revision & Date

Add your NAME, the BUSINESS PLAN REVISION and the DATE of the business plan

Step # 7 Year 1 Inputs: Click on the Second Tab

7.1 Select the Year 1 Tab

Select the Year 1 tab at the bottom left

Step # 8 Add Products/Services and create Product/Service Costing

8.1 Do Costing for Each Product/Service

Add cost descriptions and amounts for the costs for each Product or Service

BATCH SIZE: Increase this above 1 ONLY if the product is costed and made in BATCHES and then sold as individual items. If BATCH SIZE is above 1, then the TOTAL COST will be divided by the BATCH SIZE to give the UNIT COST

8.2 Apply a Mark Up for Each Product/Service

Decide on the MARK UP you are going to apply to your Products or Services

The MARK UPS can vary between the Products or Services

Guidelines for MARK UPS are from 25% up to 100%, but are largely dependent on the OVERHEADS that the Net Profits generated will have to cover when multiplied by the Sales Units (see later, in Step # 9), as well as what the MARKET (your customers) would be prepared to pay for the Product or Service

MARK UPS can be changed to ensure that the Gross Margins and Net Margins remain positive and are often adjusted later, once the business plan is complete and the Cumulative Gross Profit and Cumulative Net Profit are determined.

8.3 (Optional) Input Unit Sell Price

The INPUT UNIT SELL PRICE is used to round up or round down a Sell Price, rather than adjust the Mark Up to achieve the desired UNIT SELL PRICE (125.68 might be the calculated Unit Sell Price, and yet 130 is input, for example)

When the INPUT UNIT SELL PRICE is used, the revised 'New Gross Margin %' will be displayed just below the INPUT UNIT SELL PRICE

In this example, the 4th Service, 'General DIY-Type Work', was increased to 150 as if was felt that this is a more specialised type of work involving tools, and therefore could command a higher rate.

Step # 9   Input Year 1 Sales Forecast

9.1 Input the Sales Forecast per Product/Service for Year 1

Input the SALES UNITS into SALES FORECAST (the number of units of each of the products or services that will be sold each month)

In this example, the sales units are HOURS

Step # 10   Input Year 1 Indirect Costs

10.1 Input Indirect (Overhead) Costs for Year 1

Input the INDIRECT COSTS (Overheads) that will need to be paid each month

Examples of Indirect costs are: Rental, Marketing, Website, Telephone, Services, etc

Step # 11   Add Comments for Year 1

11.1 Add Business Plan Notes for Year 1

Add any notes that help explain the assumptions and decisions you have taken for creating the business plan for Year 1

Step # 12   Year 2 Inputs: Click on the Third Tab

12.1 Select the Year 2 Tab

Select the Year 2 tab at the bottom left

Step # 13   Input Y-o-Y Cost Increase, Mark-Up, and Input Sell Price (Optional)

13.1 Insert Year-on-Year Cost Increases

Estimate the PERCENTAGE that costs will increase by from Year 1 to Year 2

This may vary between Products or Services, so input the values, as needed

13.2 Revise Mark Up for Products or Services

You are able to adjust the MARK UP for each of the Products or Services

This may vary between Products or Services, so input the values as needed

13.3 (Optional) Input Unit Sell Price

The INPUT UNIT SELL PRICE is used to round up or round down a Sell Price, rather than adjust the Mark Up to achieve the desired UNIT SELL PRICE (125.68 might be the calculated Unit Sell Price, and yet 130 is input, for example)

When the INPUT UNIT SELL PRICE is used, the revised 'New Gross Margin %' will be displayed just below the INPUT UNIT SELL PRICE

In this example, all FOUR Services have had UNIT SELL PRICE (INPUT) added as it was felt that due to the great service delivered the customers would be happy to pay more

Step # 14   Input Year 2 Sales Forecast

14.1 Input the Sales Forecast per Product/Service for Year 2

Input the SALES UNITS into SALES FORECAST (the number of units of each of the products or services that will be sold each month)

In this example, the sales units are HOURS

Step # 15 Input Year 2 Indirect Costs (including any additional Indirect Cost Items)

15.1 Input Indirect (Overhead) Costs for Year 2

Input the INDIRECT COSTS (Overheads) that will need to be paid each month.

Examples of Indirect costs are: Rental, Marketing, Website, Telephone, Services, etc.

Should additional INDIRECT COST items need to be added, these may be added in Year 1 (in the blue input fields)

15.2 Input Additional Indirect (Overhead) Costs

Input any ADDITIONAL INDIRECT COST items in the last five rows of the INDIRECT COST table

Step # 16 Add Comments for Year 2

16.1 Add Business Plan Notes for Year 2

Add any notes that help explain the assumptions and decisions you have taken for creating the business plan for Year 2

Step # 17 Year 3 Inputs: Click on the Third Tab

17.1 Select the Year 3 Tab

Select the Year 3 tab at the bottom left

Step # 18 Input Y-o-Y Cost Increase, Mark-Up, and Input Sell Price (Optional)

18.1 Insert Year-on-Year Cost Increases

Estimate the PERCENTAGE that costs will increase by from Year 2 to Year 3

This may vary between Products or Services, so input the values as needed

18.2 Revise Mark Up for Products or Services

You are able to adjust the MARK UP for each of the Products or Services

This may vary between Products or Services, so input the values as needed

18.3 (Optional) Input Unit Sell Price

The INPUT UNIT SELL PRICE is used to round up or round down a Sell Price, rather than adjust the Mark Up to achieve the desired UNIT SELL PRICE (125.68 might be the calculated Unit Sell Price, and yet 130 is input, for example)

When the INPUT UNIT SELL PRICE is used, the revised 'New Gross Margin %' will be displayed just below the INPUT UNIT SELL PRICE

In this example, all FOUR Services have again had UNIT SELL PRICE (INPUT) added as it was felt that due to the great service delivered the customers would be happy to pay more - whilst maintaining costs to 5% Year-on-Year, increasing the Unit Sell Price significantly boosts the Gross Margin, leading to overall improved profitability of the business

Step # 19   Input Year 3 Sales Forecast

19.1 Input the Sales Forecast per Product/Service

Input the SALES UNITS into SALES FORECAST (the number of units of each of the products or services that will be sold each month)

In this example, the sales units are HOURS

Step # 20   Input Year 3 Indirect Costs (including any additional Indirect Cost Items)

20.1 Input Indirect (Overhead) Costs for Year 3

Input the INDIRECT COSTS (Overheads) that will need to be paid each month.

Examples of Indirect costs are: Rental, Marketing, Website, Telephone, Services, etc.

Should additional INDIRECT COST items need to be added, these can be added on the Year 1 and Year 2 tabs (in the respective blue input fields)

Step # 21   Add Comments for Year 3

21.1 Add Business Plan Notes for Year 3

Add any notes that help explain the assumptions and decisions you have taken for creating the business plan for Year 3

Step # 22   Notes: Click on the Fourth Tab

22.1 Select the Notes Tab

Select the Notes tab at the bottom left

Step # 23 Input Start-Up Costs

23.1 Categorise Start-Up Costs (6 Options)

Define as many CATEGORIES of Start Up costs as you will need

Six Categories are allowed for

In the case above, only 'Equipment for Garden Services' has been used

23.2 Input Start Up Costs

Input the various costs within each category of costs

In this case there is only ONE cost, which is the purchase of a second-hand lawnmower, which sub-totals to the Category Level of 5,000, and which in turn totals to the Total Start Up Cost (at the top) of 5,000

Step # 24 SWOT Analysis

24.1 Input Strengths, Weaknesses, Opportunities, and Threats

Input STRENGTHS: the attributes of your small business that are helpful to achieving the objective(s)

Input WEAKNESSES: the attributes of your small business that are harmful to achieving the objective(s)

Input OPPORTUNITIES: the external conditions that are helpful to achieving the objective(s)

Input THREATS: the external conditions which could do damage to the objective(s)

24.2 Define the SWOT Actions

Actions for STRENGTHS: Define the ACTIONS that will CAPITALISE on the STRENGTHS

Actions for WEAKNESSES: Define the ACTIONS that will COUNTER the WEAKNESSES

Actions for OPPORTUNITIES: Define the ACTIONS that will TAKE ADVANTAGE of the OPPORTUNITIES

Actions for THREATS: Define the ACTIONS that will REDUCE or ELIMINATE the THREATS

Step # 25 Year 1, Year 2, Year 3 Graphical Outputs (Review & Actions)
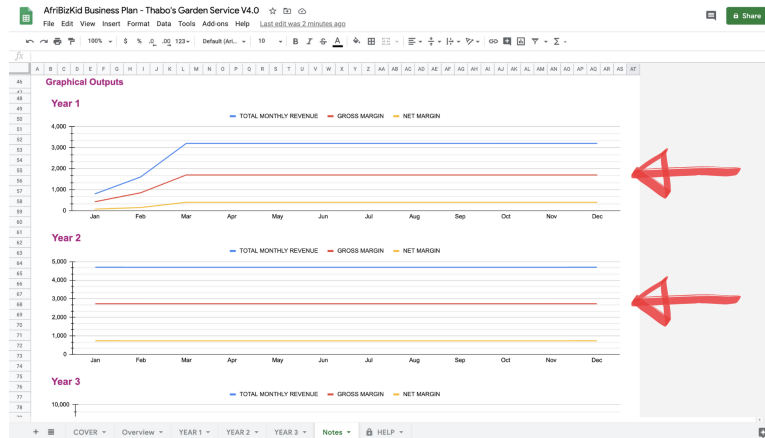
25.1 Year 1 Graphical Output of Total Monthly Revenue, Gross Margin, and Net Margin - TAKE ACTION

Review the TOTAL MONTHLY REVENUE Curve - look to see whether it makes sense and is aligned with your expectations (if not, go back to the Year 1 tab and study the input data and the output data, and make any changes needed - such as increasing the number of sales units forecasted, or the products or service cost/mark-up/sell price)

Review the MONTHLY GROSS MARGIN Curve - look to see whether it makes sense and is aligned with your expectations (if not, go back to the Year 1 tab and study the input data and the output data, and make any changes needed - such as increasing the number of sales units forecasted, or the products or service cost/mark-up/sell price)

Review the NET GROSS MARGIN Curve - look to see whether it makes sense and is aligned with your expectations (if not, go back to the Year 1 tab and study the input data and the output data, and make any changes needed - such as increasing the number of sales units forecasted, the products or service cost/mark-up/sell price, or the indirect costs)

25.2 Year 2 Graphical Output of Total Monthly Revenue, Gross Margin, and Net Margin - TAKE ACTION

Review the TOTAL MONTHLY REVENUE Curve - look to see whether it makes sense and is aligned with your expectations (if not, go back to the Year 2 tab and study the input data and the output data, and make any changes needed - such as increasing the number of sales units forecasted, or the products or service cost/mark-up/sell price)

Review the MONTHLY GROSS MARGIN Curve - look to see whether it makes sense and is aligned with your expectations (if not, go back to the Year 2 tab and study the input data and the output data, and make any changes needed - such as increasing the number of sales units forecasted, or the products or service cost/mark-up/sell price)

Review the NET GROSS MARGIN Curve - look to see whether it makes sense and is aligned with your expectations (if not, go back to the Year 2 tab and study the input data and the output data, and make any changes needed - such as increasing the number of sales units forecasted, the products or service cost/mark-up/sell price, or the indirect costs)

25.3 Year 3 Graphical Output of Total Monthly Revenue, Gross Margin, and Net Margin - TAKE ACTION

Review the TOTAL MONTHLY REVENUE Curve - look to see whether it makes sense and is aligned with your expectations (if not, go back to the Year 3 tab and study the input data and the output data, and make any changes needed - such as increasing the number of sales units forecasted, or the products or service cost/mark-up/sell price)

Review the MONTHLY GROSS MARGIN Curve - look to see whether it makes sense and is aligned with your expectations (if not, go back to the Year 3 tab and study the input data and the output data, and make any changes needed - such as increasing the number of sales units forecasted, or the products or service cost/mark-up/sell price)

Review the NET GROSS MARGIN Curve - look to see whether it makes sense and is aligned with your expectations (if not, go back to the Year 3 tab and study the input data and the output data, and make any changes needed - such as increasing the number of sales units forecasted, the products or service cost/mark-up/sell price, or the indirect costs)

Step # 26   Conduct Analysis & What-If Scenarios

26.1 Analyse the Business Plan Results

Analyse the Net Margin and Gross Margin for the THREE YEARS - try to understand what is impacting these margins, and what could possibly impact these margins both positively and negatively

26.2 Conduct Tests of Scenarios

Conduct 'What-If' scenarios - for example, in the case shown in the screenshot above, the forecasted sales have been increased to 20 per month in Year 3 for 'General DIY-Type Work' as a result of a planned marketing drive, and the impact of the change can be seen on the Gross Margin and Net Margin numbers
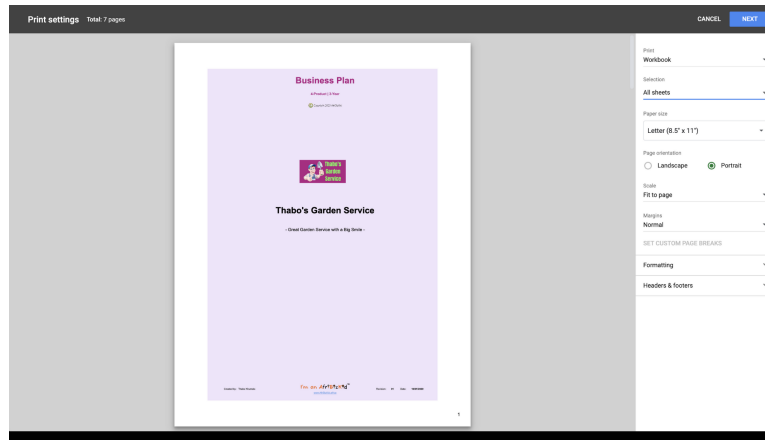
You can do the same by ANY of the following: Changing the Unit Sell Price, Changing the Sales Forecast for any or all of the Products or Services, Increasing or Decreasing Indirect Costs, etc.

The change to the Year 3 Income/Gross Margin/Net Margin graphs are clearly seen in the screenshot below:
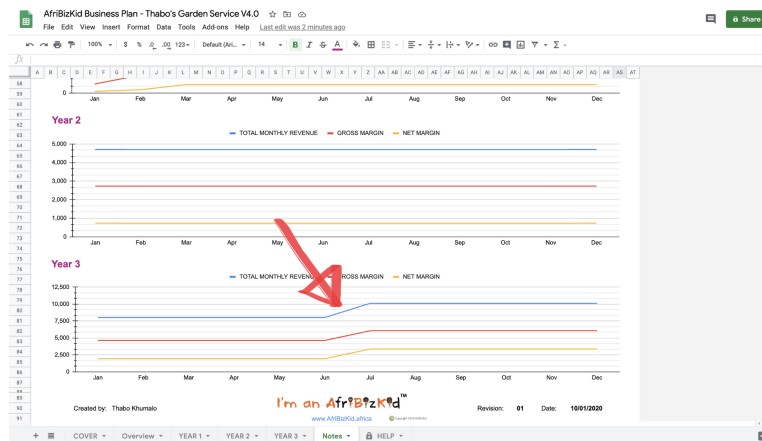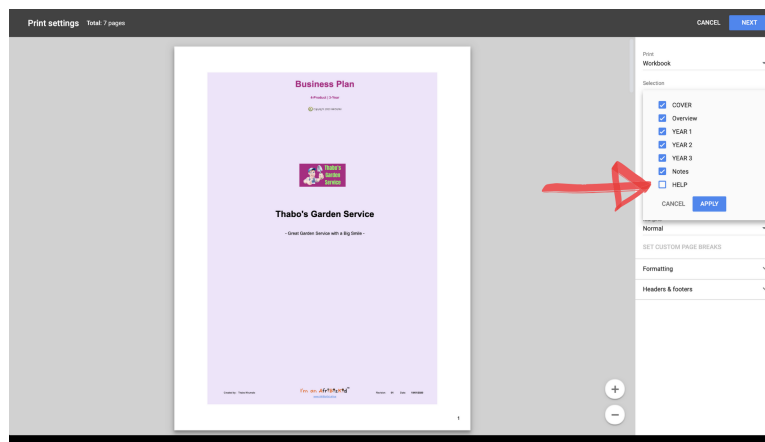
Step # 27   PRINT - Set Up for Print

27.1 Select PRINT: CMD+P or File > Print

Select Print to get the above print page

27.2 Set Up for Print: Select 'Worksheet' and De-Select 'HELP' Page
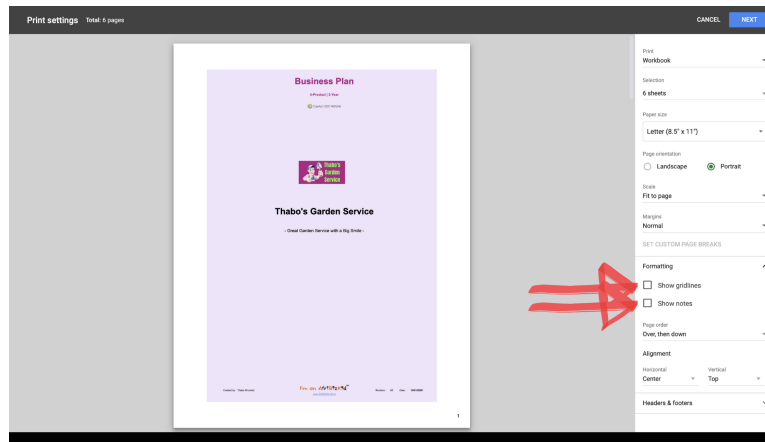
PRINT: Select 'Worksheet'

SELECTION: De-Select the HELP Page - only printing COVER, Overview, Year 1, Year 2, Year 3, and Notes pages

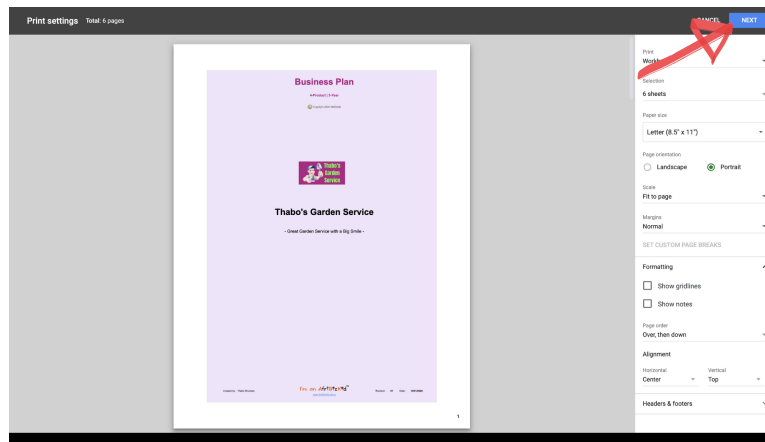**27.3 Set Up for Print: De-Select 'Show Gridlines' & 'Show Notes'**

FORMATTING: De-Select 'Show Gridlines'

FORMATTING: De-Select 'Show Notes'

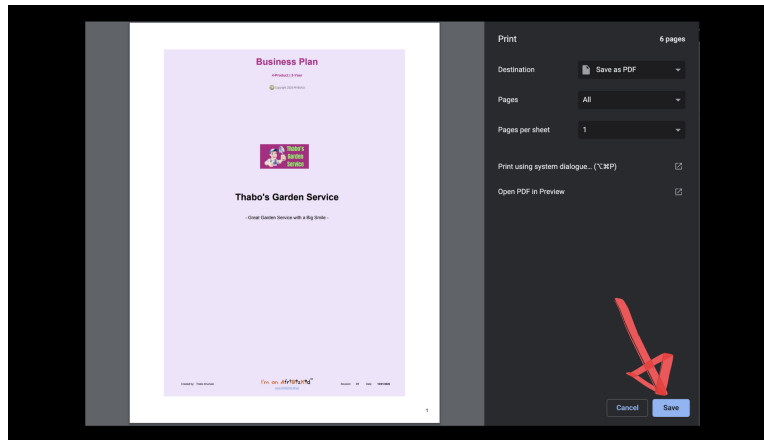
Step # 28   PRINT - Press 'Next' for Print Options

28.1 Press NEXT for Print Options

Pressing 'NEXT' will take you to the final print screen

Step # 29   PRINT - Select Print Options: Print Hard Copy or PDF

29.1 Select Print Options: Hard Copy or PDF

HARD COPY: Select Printer Options and Select PRINT

PDF: Select 'Save as PDF' and Select SAVE