



Simple Action Plan



Easy Read



Small Business



Government of **Western Australia**
Department of **Communities**

These resources have been developed with support from the Small Business Development Corporation. This project is an NDIS Information, Linkages and Capacity Building (ILC) initiative.

How to use this document



WA's Individualised Services (WAiS) wrote this information. When you see the words 'we' or 'us', it means WAiS.



We have written this information in an easy to read way.

We use pictures to explain some ideas.



You can ask for help to read this information.

A friend, family member or support person may be able to help you.

The Simple Action Plan



The Simple Action Plan helps you set goals for your business in a simple way.

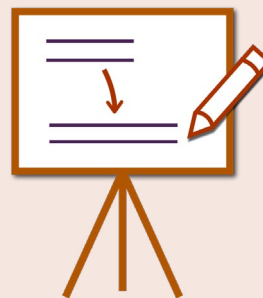


This plan will help you see what you need to do to achieve these goals.



When it is finished, put the plan in a place where everyone who is part of your business can see it.

Your Business



Now



What your business is like now?



For example:

How many people work with you in your business?



How much is your profit?

This is how much money is left after you take away the cost of making your product from the money people pay for it.

Now

Date:

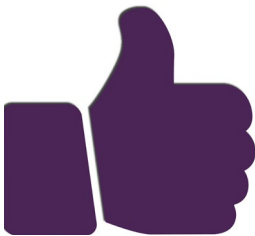
Goals



In this section, write your answers to these questions:



Vision – what will your business be like in the future?



Strengths – what are the best things about your business?



What are the most important things you want your business to do in 12 months?

Goals

Vision:

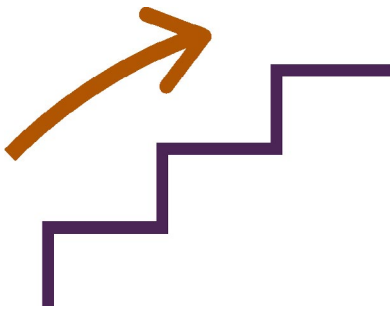
Strengths:

Most important things in 12 months:

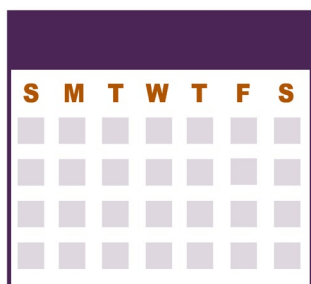
Getting to your goals



What parts of your business will you work on?



This is about what parts of your business you need to work on to get to your goals.

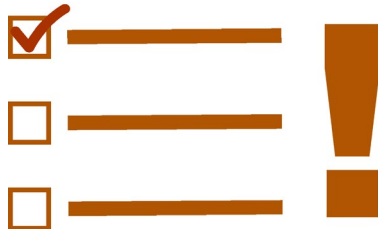


This is what you need to work on for the next 12 months.



How

Write down what needs to be done for each part of your business.



Only list the important things to be done.



When

Write down when it will be done.



Who

Write down who will do it.



**What parts of
your business**



How



When



Who

Example: Simple Action Plan for Jewellery Maker

Now



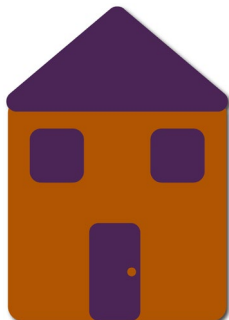
Date: 10 February 2019



- I have my business on Facebook and Instagram.



- I do not have any workers.



- I am working from home.



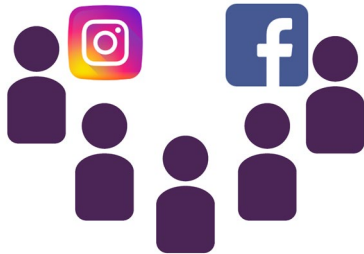
Goals – in 12 months



- I want more sales.



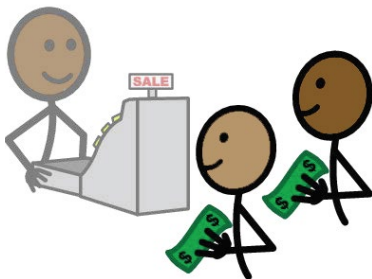
- I want my business to make more than \$50,000 profit.



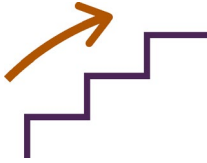



- I want more than 2000 people following my business on Facebook and Instagram.



- I want more people to be happy with what they buy from me.



- I want to have more customers.

 What part of your business	 How	 When	 Who
Use different ways to let people know about my business	Make a flyer	10 March 2020	Me Someone you pay to do this for you
Use more Instagram and Facebook	Write things every week on Instagram and Facebook	1 April 2020	Me
Sell my product in more places	Sell at markets	10 April 2020	Me

Notes

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Contact us



(08) 9481 0101



admin@waindividualisedservices.org.au



183 Carr Place
Leederville
WA 6007



waindividualisedservices.org.au/contact

