2014/15 Financial Year

Business Plan

**Sandbox –** where will we play?

What is our **Brand Promise?**

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| **Our Core Values** | **3 – 5 Year Targets** | **This Year’s Goals** | | **Actions This Quarter** | | |
|  | **FINANCIAL TARGETS**  **SALES**  **$**  **% +/-**  **GROSS PROFIT**  **$**  **%**  **NET PROFIT**  **$**  **%** | **FINANCIAL**  **SALES**  **$**  **% +/-**  **GROSS PROFIT**  **$**  **%**  **NET PROFIT**  **$**  **%**  **OTHER** | **MARKETING & SALES GROWTH** | WHAT | WHO | WHEN |
| **FINANCIAL** | | |
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| **MARKETING & SALES GROWTH** | | |
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| 3. |
| **PEOPLE** | | |
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| **PEOPLE** | **OPERATIONS & DELIVERY** |
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| **Our Purpose** | **OPERATIONS & DELIVERY** | | |
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| **OTHER** | | |
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Actions by Quarter – Planning Sheet

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| **Second Quarter** | | | **Third Quarter** | | | **Fourth Quarter** | | |
| What | Who | When | What? | Who? | When? | What? | Who? | When? |
| **FINANCIAL** | | | **FINANCIAL** | | | **FINANCIAL** | | |
| Sales  Gross Profit  Net Profit | | | Sales  Gross Profit  Net Profit | | | Sales  Gross Profit  Net Profit | | |
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| **MARKETING & SALES GROWTH** | | | **MARKETING & SALES GROWTH** | | | **MARKETING & SALES GROWTH** | | |
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| **OPERATIONS & DELIVERY** | | | **OPERATIONS & DELIVERY** | | | **OPERATIONS & DELIVERY** | | |
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