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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| 5. |
| **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** |
| SalesGross ProfitNet Profit | SalesGross ProfitNet Profit | SalesGross ProfitNet Profit |
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| **MARKETING & SALES GROWTH** | **MARKETING & SALES GROWTH** | **MARKETING & SALES GROWTH** |
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| **PEOPLE** | **PEOPLE** | **PEOPLE** |
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| **OPERATIONS & DELIVERY** | **OPERATIONS & DELIVERY** | **OPERATIONS & DELIVERY** |
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| **OTHER** | **OTHER** | **OTHER** |
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