

Example Company - April 2005

The latest update to our OnePage™ business plan for the year ended 31 December 2005

Key results	Actual	Target	Comments
Value of business	£3.3m	£6.0m	We are on track to be worth £6 million by 31/12/08 - well done.
Profit	£76,235	£67,000	Again, excellent. Thank you everyone. Keep up the great work!
Cash	£36,334	£50,000	We must tighten our credit control procedures up (see below)



Key sales drivers	Actual Target	Key actions
Number of referrals received	105 90	Great work. Keep it up!
Number of other sales enquiries generated	200 250	3D marketing Launch website
Conversion rate from enquiry to customer	62% 60%	Produce audio tape answering FAQs
Proportion of customers who have bought 3 times in last 12 months	91% 95%	Launch loyalty programme
Average spend per customer pa	£1560 £1750	Test new cross selling system
Market share	25% 23%	Competitor analysis

Key cost & cash drivers		Key actions
Cost per unit	£166 £150	Change supplier Negotiation training
Mailshot costs per thousand	£675 £585	Switch to Mailsort
Debtor days	17 15	Tighten credit control. Review procedures and use new debt collection letter



Key underlying success drivers		Actual Target	Key actions
Customer delight	Average customer satisfaction feedback scores out of 5	4.3 4.5	Conduct in depth interview with 10 customers to identify how to make them even happier
Team happiness	Weekly "happiness" scores from timesheet - out of 10	8.9 8.5	Organise bowling evening
Investment	Time spent training - hours in our people	285 275	Board to attend Tom Peters course
Innovation	New ideas generated and % implemented	215 150	64 % 67 % Organise innovation awayday
	Time spent on R&D for new products - hours	475 450	
	New products launched this year - YTD	67 70	Finish the three new products currently in the pipeline



Our Mission/Vision/Goals

We are building the world's leading widget manufacturing company. By the end of 2008 the business will have a 50% market share in the UK and be valued at £6 million