

The Business Plan...Should you bother with planning?

Often small business owners are of the attitude that a business plan is 'not necessary' for their business, but unless you can afford to take major financial risks, a 'seat-of-the-pants' approach to decision making does not sit well in business.

On the contrary, to run a successful business, the importance of good planning cannot be over-emphasised.

But despite the risks of flying blind, many small business owners do not understand the need for writing a business plan and then working to it. Unfortunately a lack of planning has been attributed to the failure of many small businesses.

Larger businesses tend to engage in detailed planning at the beginning of each financial year. They analyse their industry, determine their goals and plan the action for the following year.

So too must the small business – in fact, perhaps more so. Like any business, the small business operator needs to be constantly aware of, for instance; strategies for growth, potential opportunities and threats, responding to customers needs and human resource issues.

A big part of making a business successful boils down to the business owner working on the 'business of the business'. You need to be able to remove yourself from the day-to-day business operations and focus on the thinking behind the business.

What does the business plan do?

- § By thinking through your current and proposed business operations, you then commit your decisions to writing – this is very powerful.
- § The business plan becomes an operating tool to help you compare current performance against what you wrote in the plan – regular monitoring will quickly show up any deviations.

- § Banks and financiers often want to know that you have a business plan and that you are operating to it – the business plan is an essential aid in securing financial support.

The thinking is the critical part behind any business plan. What you're trying to do is consider all aspects of your current operations and future plans, for example;

- § Objectively analyse what is going well and where you need to improve performance.
- § Analyse the industry you are in and look carefully at your businesses strengths and weaknesses and what opportunities and threats it faces.
- § Set realistic targets and financial goals for the period being covered by the plan.
- § Establish regular monitoring periods to compare actual performance against planned targets, and determine any deviations from the plan.
- § Prepare action plans to help close the deviation gaps, specifying the work to be done, by whom and by which date.

Here at Kelly & Bryant we can help you prepare a business plan or provide a list of questions/subject headings to focus your thinking. Our aim is to help clients with this at the start of 2010, preparing for the end of the 2010 financial year. Please let us know now if this is something you are interested in.

If you're still grappling with the question, should you bother with planning, you need to take a while to think about your business. Most of us have plans for the future and financial goals but we don't always know how we'll reach them – that is why you need to start planning right now.



Xmas Closing Dates

Can you believe it is nearly that time of the year again! We realise it is only October which means another couple of months until Christmas, but as our next newsletter isn't due until December we thought we would get in early!



K+B office will be closed from **12pm (midday) Wednesday 23rd December 2009** and will re-open for business on **Monday 18th January 2010**.

Please see over-page for important reminders before the Xmas close down.

IMPORTANT GST & Provisional tax reminders!

GST due 28th December

For clients whose GST filing frequency is such that payment would be due on 28th December, as in previous years, the IRD extend this date to 15th January.

However, we will need to prepare these returns and arrange payment before we close as we do not re-open until 18th January.

We ask clients affected by this to please get your papers to us as soon as possible in December.



Provisional tax due 28th December

Also, for Provisional tax payers with a March balance date, there will be a payment due on 28th December and this too will be extended through to 15th January.

We will send the appropriate notices for this mid December.

Staff News

WELCOME

We have had three new additions to the team since our last newsletter.

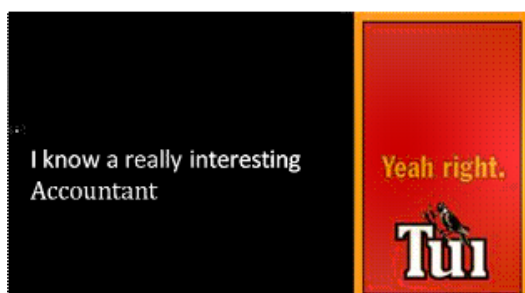
Kayla Lawry started with us this month and joins the team in the role of Office Administrator. Kayla takes over from Aimee in this position with Aimee moving into a Client Services Assistant role.

Bernie Buist also joins our team this month and like Aimee, Bernie will be taking on a position of Client Services Assistant.

Finally, Lara van Niekerk joined the KB Financial Solutions team in September in a business support role.

We welcome Bernie, Kayla and Lara to the team and look forward to working with you all!

On a lighter note...



To all the ladies out there...

KB Financial Solutions are hosting their second womens' success lunch and ladies...you are invited!

Well known New Zealand entrepreneur, Annah Stretton, is the guest speaker and given her wide and impressive list of business interests, she will no doubt have an interesting story to share!

KB Financial Solutions hosted their first womens success lunch in August. Cushla Reed from *Minx* was an inspiring guest speaker, focusing on the many highs and lows she experienced, and continues to experience, on her way to building a successful NZ shoe brand.

The lunch was very well received by all who attended, hence the decision to host a second lunch and open it up to any ladies that may be interested in attending. If the popularity of the lunches continues to grow then it is something that KB Financial Solutions may look to do on a more regular basis. We'll keep you posted!

For those wishing to attend the lunch and hear what Annah S. has to say, please see details below:

Date: Wednesday 9th December 2009

Time: 12.00pm – 2.00pm

Venue: Te Awamutu Sports Club



Tickets \$35 per person (includes buffet lunch & dessert + raffle ticket).

Seats are limited. Be sure to get your ticket early to avoid disappointment!

For further info or to reserve your ticket, please contact Natasha Bird on (07) 871 3176 or email natasha@kb.co.nz.

Look forward to seeing you there, ladies!

How does your business compare?



Every year we have access to the NZ wide on-line benchmarking programme administered by the University of Waikato, which enables us to benchmark your data against others in your industry so you can see how your business is performing comparably.

Benchmarking is often a good starting point for forward planning in your business or simply to give an indication of where your business is at now. Let us know if this is something you are interested in.