

Business Planning

Do you have a plan for your business?

Large businesses always have plans, but how much attention is paid to those plans once they have been cast in stone? Frequently the “plan” is used to justify inaction or lack of response to changing circumstances; “It’s not in the plan!”.

Smaller businesses frequently don’t have plans or at best they are held in the head of the owner or managing director and that’s because all the available time is taken up handling the day-to-day tactical things and coping with crisis management.

So maybe you should ask yourself the questions,

“Do I have a plan?”

“Is my plan flexible enough to react to changing circumstances?”

“Is there an opportunity that is sitting in my in-tray unexplored because of lack of resource?”

Why bother with a plan?

We frequently hear this unspoken question. Of course you know what you’re doing, you have targets, your business is going well, so why bother? In any case you don’t have the time to spend on a plan that’s for your benefit only.

Quite apart from the understanding you would gain for yourself by examining your business properly there are many reasons for needing a plan, and many others who would benefit from understanding your plan.

Your staff will work better, understand their role, and appreciate knowing what your organisation is aiming for, and the targets that you have set.

Your bank manager will understand why he should be positive about your business.

Your shareholders and investors will appreciate knowing how their investment is progressing and prospering.

You need a plan!

How can pharos help?

We can help you in ways that suit your needs on an ongoing or on a project-by-project basis.

Typically we undertake assignments in any or all of the following stages -

Understand where you are and then look at where you should be going.

Examine markets and opportunities.

Create detailed plans—the numbers, the narrative, and the action plan.

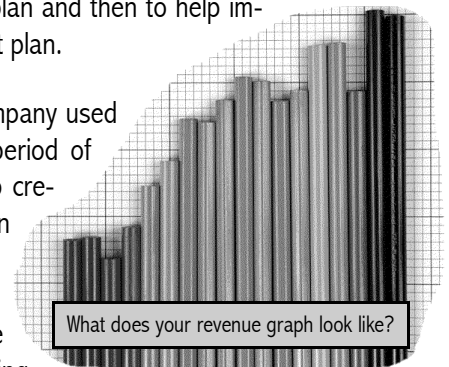
Create the presentation(s) you need for presenting to your various audiences.

Look at potential opportunities that you don’t have the resource to examine.

Give me some examples!

A middle sized software company used pharos’ expertise to review the business, create a detailed three year plan and then to help implement that plan.

Another company used us over a period of 9 months to create the plan for a new venture during the fund raising stage.



We can help you and we can help your business by finding new ways of doing business, making the most of your opportunities, exploiting new opportunities, and by helping you make the most of your time.

Lucent Technologies benefited from pharos technology’s assistance in producing their annual business plan. For two years pharos worked with the UK MD to produce and detail his business plan for a business with revenues of over \$100m.