



YMCA Awards

Level 3 Business acumen for
personal trainers

2018

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Business plan

Learning outcomes

By the end of this session you will be able to:

- Describe the purpose of a business plan
- Identify the audience for the business plan
- Describe the key elements of the business plan
- Identify and record specific business objectives for a proposal that are specific, measurable, achievable/agreed realistic and time framed (SMART)

Learning outcomes

By the end of this session you will be able to:

- Describe various activities that can support achievement of business objectives and business growth
- Evaluate the uses of performance measurement tools and techniques used to monitor achievement of business objectives

Business plan

A written document that describes:

- The business
- Business objectives
- Business strategies
- Sales, marketing and financial forecasts



The purpose of a business plan

- Helps run the business using direction and vision
- Helps secure finance and investment



Your business plan audience

- Banks
- External investors - friends, a venture capitalist
- Grant providers
- Prospective buyers for the business
- Business partners
- Employees
- Shareholders
- Suppliers

