

General Information

This book was written for use by anyone wishing to start a business, write a business plan, or in general, improve a new business. It is also suitable for all courses, either within High School Business Studies, or at TAFE, that require the student to complete either a feasibility study or a written business plan.

It was designed to address the all the areas of competency in the Certificate 4 -Small Business Management Course i.e.

- Identify the elements and purpose of a business plan
- Write organisational goals
- Research data required for business planning
- Perform a SWOT analysis
- Describe the organisation's

Proposed structure
Marketing and sales requirements
Production/operational strategies
Human resource strategies and issues
Special services providers
Financial viability

- Identify and develop organisational risk management strategies
- Present a written business plan.

The last requirement is assisted with a series of exercises which when collated at the end of the book form the assessment requirement for the business planning module.

Within this text also is the structure for the associated subjects

- Develop Financial Plans
- Identify and Research a Business Opportunity.

This text has been tested at Petersham TAFE where two teachers have minimised the assessment load of the student by combining the requirements for the three subjects within the master business plan.

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