

Bridgepoint Business Planning and Goal Setting Business Building Systems Guide



What to do:

1 Determine Goals

Determine your personal life goals and your business goals to be sure they are compatible

2 Create Mission Statement

This mission statement is the reason for the existence of your business. It must be carefully considered and crafted because it will guide your future decisions.

3 Develop Operations Plan

What type of work will you perform and how will you do it? Include in this plan the size and organization of your company in the future.

4 Develop Marketing Plan

Base this marketing plan on your mission statement and your operations plan.

The marketing plan is your method of delivering your company message to your target market.

- a Begin by determining what type of customer you want to attract:
 - » Mercedes customer - willing to pay for exceptional service.
 - » Saturn customer - value customer. Wants good service at reasonable price.
 - » KIA customer - price is the only factor. Often reacts to "bait and switch" tactics.
- b Develop your marketing message. Your message must match the factors that are important to your target market.
- c Determine your marketing delivery system. What media/advertising will you use to deliver your message to your target market.

How to do it:

1 Goal Setting

- Life goal planning worksheets in the Bridgepoint Fast Track Business Planning and Goal Setting Module.
- Weekend retreat with spouse/other stakeholders to develop goals.

2 Mission Statement

- Mission statement exercise in the Bridgepoint Business Planning & Goal Setting Module
- Meeting with principle business owners or managers to determine mission statement.
- "Buy-in" meeting with employees. All must agree to live by mission statement..

3 Operations Plan

- Operations plan worksheet in the Fast Track Business Planning and Goal Setting Module
- Company organization exercise in Bridgepoint Fast Track Business Planning and Goal Setting Module
- Do "Analyzing A New Service/Product Exercise in Bridgepoint Fast Track Business Planning and Goal Setting Module
- Consultation with your Interlink Supply/Bridgepoint Distributor about available products and services you want to use and offer to clients.
- Bridgepoint Jump Start and Accelerated Technician Training Modules
- Interlink Supply/Bridgepoint Distributor Educational Offerings/Schedule at www.interlinksupply.com
- Systemize cleaning and restoration procedures with Bridgepoint Cleaning Procedures Guides - Carpet Cleaning System (residential and commercial, spot and stain removal, pet odor removal), Upholstery and Specialty Fabrics (leather and oriental rugs), Hard Surface Floor Care (tile and grout, wood)

4 Marketing Plan Resources

- Marketing plan worksheet in Bridgepoint Fast Track Business Planning & Goal Setting Module
- Bridgepoint Fast Track Marketing and Advertising Module (Mercedes, Saturn, KIA)
- Bridgepoint Fast Track Referral Marketing Module (Mercedes, Saturn)
- Bridgepoint Fast Track Marketing for the Owner/Operator Module (Saturn, Mercedes)
- Bridgepoint Fast Track Client Base Marketing Module (Mercedes, Saturn, KIA)
- Interlink Supply/Bridgepoint Web Site Marketing Section
 - » Postcards
 - » Brochures
 - » Door Hangers
- Bridgepoint Marketing and Education Catalog
- Bridgepoint Cleaning Gold Network Discounts on Marketing and Education Offerings
- Bridgepoint Marketing Material Audit in the Fast Track Marketing for the Owner/Operator Module.

5 Develop Financial Plan

- a Calculate the revenue/earning potential of your marketplace based upon the target markets you have chosen and the specific services you will offer.
- b Determine your cost of doing each service you are going to offer.
- c Develop an expense budget for your company
- d Learn the effect of your company raising or lowering prices
- e Compare your profit and loss percentages to industry averages to determine areas for improvement
- f Determine the price you will charge for the services you will offer based upon cost, required margins, and your business plan.
- g Learn how to overcome price objections
- h Develop a plan to meet long term capital needs.

6 Develop Expansion and Growth Plan

- a Learn the three options for growing your business and implement those that fit your business plan.
- b Do an exercise in the advantages and disadvantages of expansion.
- c Systemize your operations, procedures, and marketing
- d Develop Personnel Management System
 - » Leadership exercise
 - » Develop hiring system/paperwork
 - » Develop management programs and employee handbook
 - » Analyze and determine compensation options that best fit your business plan
 - » Develop administration/ documentation systems
 - » Develop policy systems
 - » Evaluate options for adding services with systemized approach

Local Bridgepoint Distributor

5 Financial Plan

- Financial Planning Worksheet in the Bridgepoint Fast Track Business Planning and Goal Setting Module
- Bridgepoint Fast Track Pricing for Profit Module
 - » Breakeven Analysis Spreadsheets
 - » Budget Spreadsheets
 - » Financial Analysis Spreadsheets
 - » Operating Cost Analysis
 - » Profit and Loss Survey
 - » Pricing Analysis
 - » Determining How Much to Charge Exercise

6 Expansion and Growth Plan

- Bridgepoint Fast Track Business Planning and Goal Setting Module
 - » Do Analyzing a New Service/Product Exercise in Module
 - » Expansion and Growth Section in Module
- Fast Track Personnel Management Module
 - » Hiring Systems Manuals and Forms
 - » Management Systems Manuals and Forms
 - » Compensation Systems, Forms, and Spreadsheets
- Bridgepoint Jump Start and Accelerated Technician Training Modules
- Systemize cleaning and restoration procedures with Bridgepoint Laminated Cleaning Guides –
 - » Carpet Cleaning
 - » Spotting,
 - » Upholstery Cleaning
 - » Investment Textile Oriental and Area Rugs
 - » Leather Cleaning
 - » Wood Care and Refinishing
 - » Tile and Grout Cleaning
- Develop new/expanded service offering marketing program with Bridgepoint Fast Track Referral Marketing Module and Fast Track Client Base Marketing Module

* Further Information about Bridgepoint Fast Track Business Growth Modules is available via product information sheets and the Bridgepoint Marketing & Education Catalog. Ask for your copies.

Resources

Fast Track Business Growth Modules


- Narrated PowerPoint based learning guides
- Customizable forms, brochures, plans, spreadsheets
- Supporting video and audio presentations
- Detailed "How-to" manuals

Bridgepoint Jump Start Technician Training CD's

- Narrated PowerPoint based presentation with embedded example and supporting videos
- Complete manuals
- Interactive quizzes to measure learning
- English and Spanish versions included



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