

# NEXT STEP

Small Business Magazine



“Don’t sit down and wait for the opportunities to come. Get up and make them.”  
-Madam CJ Walker

## PLANNING IS CRITICAL FOR THESE BUSINESS AREAS



Asmooth execution is the result of intense, time consuming and thorough planning. Most entrepreneurs skip this phase - they simply go with the flow. Understandably, one of the many benefits of being your own boss is flexibility but remember, the work is not easier. In fact, you are accountable for everything that happens within your business - the successes and the failures.

Planning is simply not the page to be skipped. It is guaranteed that dedicated time spent to plan will show real results. This article touches on the strategic areas of the business for which planning must be done to ensure clear business goals and accurate top level communication.

### Strategic Plan

This plan will assist you in assessing the state of your business and identifying opportunities for growth. An essential part of this plan is a SWOT (Strength, Weaknesses, Opportunities and Threats) analysis. The analysis will help you to better understand the space in which you operate, what you are able to maximize on and when caution should be exercised. The business goals should be top of mind when doing this plan.

### Operational Plan

How will the strategic plan be realised?

Are the roles of your team members clearly defined? How will your organizational structure help to achieve the business goals?

Objectives must be clearly defined and communicated with accompanying timelines. Here, it is best to utilise SMART (Specific, Measurable, Achievable, Relevant and Time-based) objectives. This method will help you to be accurate and realistic, developing an effective way to track results.

### Marketing Plan

In the midst of it all, you need to get the word out. What is your approach? Who is your target audience? Where can you find them? How do you speak to them? What is your value proposition?

There are many questions to be asked in the planning process to go to market. Marketing is not just about saying “Hey, purchase from us”. It is a science which requires understanding the needs of your audience, the way they consume messages and their interpretation. Ensure you clearly outline what you believe is the best way to reach your target. Do not just employ a strategy because it works for others. You have to be able to pave a path for your business.

In the midst of writing these three top level plans, ensure that budget is allocated to each, timelines for execution are established and there is an evaluation method that will be employed throughout execution.

### Customer Review

“It was a pleasure working with the NSDS team, very professional, exceptional customer service, very responsive and great quality for money. The team made it so easy and listened to my needs and made it happen.  
HIGHLY RECOMMENDED.”

-Tallia Thompson

### Featured Customer



**Essential Water** is a premium purified filtered drinking water. Another name for water is life and as such Essential Water is geared towards improving the quality of your life through the water you consume. We guarantee that the water you and your family get from us to drink is pure, healthy, and safe and it is made by using UV Treated Reverse Osmosis Purification.

Our goal is to provide safe drinking water to customers.

Visit our store today at 2 Queens St., Morant Bay (Kitchen King Plaza)

Contact us (876) 561-5440 or [essentialja@gmail.com](mailto:essentialja@gmail.com)

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### Design Highlight



### NSDS Insider



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