

Workshop 6: "Strategy 101"

What is my long term vision for this business and how will I exit?

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What is the financial goal I have for my business (feel free to give two options, if you haven't yet decided)

Option 1.....

Option 2.....

What's the overhead / ongoing cost of doing business (educated estimate - an overhead calculator will be emailed to you)

Option 1.....

Option 2.....

What is the COGS (cost of goods sold) figure for each sales unit? (Best estimate and remember, if your business is a service you can still work out a unit of

sale and what it costs you to provide it)

Product / service 1

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Product / service 2

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Product / service 3

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What can I ask people to pay? (Price range based on market analysis)

Product / service 1

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Product / service 2

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Product / service 3

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What is my breakeven point? (a calculator will be emailed to you)

Option

1.....

Option

2.....

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.....

How many units do I need to sell to achieve my goals?

Product / service 1

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Product / service 2

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Product / service 3

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Now... ask again... how will I exit my business?

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What are my financial goals?

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Think of a question or a problem and do a quick SWOT analysis to help you think about this question or problem in depth.

The question or problem I am thinking about is:

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Strengths	Weaknesses



