

Strategy Priority 6 “Finance that Supports” – Business Plan

Do you have a Dream?

There are often times when we have a dream, an idea. These might be to improve the life of the Group, to increase our youth membership or just to make life easier for our leaders. Bright ideas and dreams are great. But bringing them to reality is the hard part.

How do we easily and quickly evaluate the idea to decide whether or not it is worth pursuing? This is especially important where there is a financial need attached to the idea. The funding for the idea might be coming from the parents, the Group or some other formation within the Association. It is then doubly important to ensure that our idea makes sense and we are not committing to something that will end badly.

The answer is a business plan.

What is a business plan?

It's a summary and evaluation of your idea. It is the written result of the planning process. A business plan shows the probability of success of the idea and your ability to make it work. It provides the means to think through all aspects and to examine the consequences of a range of actions.

Why do a business plan?

A business plan enables you to take an objective look at your idea, identifying areas of strength and weakness and pinpointing needs and problems that might otherwise be overlooked. If your venture is at best marginal, the business plan will show you why.

A well prepared business plan also provides a basis for monitoring progress.

Finally, your business plan provides the information needed by others to evaluate your venture, especially if you will need to seek financing.

Where to find a business plan

In keeping with the strategic priority “Finance that Supports”, a business plan to suit our organisation has been developed. Locate it at:

https://www.vicscouts.asn.au/Branch/Info/Forms/Docs/Business_Plan_V01_908_2003.pdf

When to use the business plan

Use it freely. Even as a checklist for your next camp (the Patrol Leaders will find it interesting) or Pack Holiday. But especially when the Group has decided on a project or is seeking assistance with finance. From time to time funding is requested from the State body Victorian Branch. If doing so, it is important to attach your business plan. This will make consideration of your request faster and smoother. Non-provision will unfortunately entail return of the request until the plan is provided.

So – a business plan will provide the clear-sightedness and discipline necessary to ensure that all aspects of the project have been evaluated. And success with your dream will follow.

Margaret Tremewen, Assistant Chief Commissioner Strategy