

# FOOD BUSINESS BIG PICTURE PLAN

With a well-designed strategy map, you can document your overall strategy and identify on what areas you need to focus on. It helps keep everyone on the same page, and it allows people to see the overall vision for the business.

# THE BIG PICTURE PLAN

The Big Picture Plan is a simple tool where you can set goals for your business and note down actions you will need to take in your business to achieve these goals. The plan is simple to use. Once you have completed it, post it up somewhere where you and your staff can see it regularly (the fridge in the kitchen or on the notice board). The goals and actions should be front of mind for everyone involved in the business.

## TIMELINE

## DESCRIPTION

Where your business is now

Where your business will be in six months' time

Where your business will be in 12 months' time

Where your business will be in three years' time

## WHAT IS YOUR PURPOSE? WHAT IS YOUR PRODUCT?

What is your WHY?

Blank space for writing the purpose and product details.

## JOT DOWN YOUR BRAND IDEAS...

include colours you like, other brands you like, packaging ideas, words to represent your brand.

Blank space for jotting down brand ideas.

## WHO IS YOUR MARKET?

include as much information as possible eg. gender, age, income, habits, personality etc.

Blank space for describing the target market.

## WHAT DOES YOUR PRODUCT STAND FOR?

eg. social impact, value add, not for profit, reduction on waste

Blank space for describing what the product stands for.

## DOES YOUR BRAND EXPLAIN YOUR PRODUCT? DOES IT NEED A TAGLINE?

Blank space for discussing brand explanation and taglines.

## EXPLAIN WHAT YOUR PRODUCT SOLVES IN 50 WORDS OR LESS...

Blank space for explaining the product's benefits in 50 words or less.

**WHO' S ON YOUR TEAM?**

This can be family, close friends etc.

**IF YOU RECEIVED \$10,000 HOW WOULD YOU SPEND IT?**

Blank space for response.

**WHO' S YOUR NETWORK?**

Blank space for response.

**IS THIS A HOBBY OR ARE YOU WILLING TO GIVE IT YOUR ALL?**

Blank space for response.

**WHERE DO YOU PLAN TO SELL YOUR PRODUCT?**

Blank space for response.

**ARE YOU WILLING TO SHARE YOUR BUSINESS WITH OTHERS?**

**YES NO**

Why or why not?

**IS THIS A MONEY EARNER OR IS IT A PASSION?**

**FOR THE MONEY  
PASSION**

**WHO ARE YOUR TOP 3 COMPETITORS?**

- 1.
- 2.
- 3.