



ACTION PLAN

Use this template at the launch event to work out what you need to do over the next few weeks. It is a good idea to complete this at the same time as you are writing your business plan so you cover all aspects of your business.

	What needs to be done?	Who will do it?	When will it be done by?
Market Research	Talk to your potential customers to find out what they think of your product or service so you can make any modifications		
	Find out what your competitors are doing and how much they charge for similar products or services		
Marketing	Design your logo		
	Set up social media accounts		
	Work out what other promotions you can do		
Production	Find equipment and ingredients needed for your product / service		
	Get hold of any packaging you need		
	Check with anybody else involved in providing a location for you to make your products (eg school DT room / kitchen at home etc)		
	Find out what your labelling requirements are (size, weight, ingredients, shelf life etc)		

	Find out what records you need to keep when you are making your products		
	Find out what hazards are involved in making your products and agree what you can do to avoid them		
Selling	Agree what dates you will sell		
	Work out what equipment you will need		
	Agree location and get permission for first sale		
Finances	Record your costs		
	Record your sales		
	Complete your profit and loss template		
Other			

See before your first sale checklist to help you get ready to sell