

## *Your business plan needs revamping from time to time.*

So many variables could have changed since your first business plan was drafted, from a business standpoint as well as a personal one. Nothing has been set in stone so changes made are not an indication that your original document was poorly planned. In fact it is possible that circumstances are more favourable than were originally anticipated. Some things to think about when you are considering revisions to your original plan are as follows:

- Have your goals changed and if so where do you want to be in the coming years?
- Has your market changed significantly enough to affect your business plan?
- Has your target market changed radically? Is the range greater or less than originally planned?
- Have your marketing plans been successful – if not, what might work better?
- Has your rate of growth met or exceeded your projections?

These are just a few of the things that should be reviewed on a regular basis to keep you and your business on the right track.

