

# GreenVETAfrica

## Business management in green waste industry module

### Unit 2: Business Planning And Strategy



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## Overview

- What is business plan and strategy?
- Understanding the Components of a Business Plan



## What is business plan and strategy?

**A business plan** is a written document that describes a business's goals, strategies, and future plans

**Business strategy** is the strategic initiatives a company pursues to create value for the organization and its stakeholders and gain a competitive advantage in the market.

# Components of a business plan for a waste management business

## ✓ Executive Summary

- A concise overview of the waste management business, market opportunity, and competitive advantage

## ✓ Business Description

- The nature of the waste management business, target market segments, value proposition, ownership, and key personnel



## Cont'd



### ✓ Market Analysis

- Overview and understanding of the dynamics of the waste management industry,
- Identification of clients or targets, and
- Assessment of demand drivers and trends

### ✓ SWOT Analysis

- Analysis of the strengths, weaknesses, opportunities, and threats facing the waste management business

# Cont'd



## ✓ Marketing and Sales Strategy

- Strategies and tactics for acquiring and retaining customers in the waste management market

## ▪ Operations Plan

- Description of the day-to-day operations of the waste management business

## ✓ Financial Plan

- The financial projections and performance metrics including:
  - income statements,
  - cash flow projections,

# Cont'd



## ✓ Risk Management Plan

- Statements for the management of potential risks

## ✓ Legal and Regulatory Compliance

- Compliance with laws, regulations, and industry standards

## ✓ Implementation Timeline

- Outline of key tasks, timelines, responsibilities, and dependencies, a roadmap for execution, and monitoring of progress over time.

1. How often should we review progress on our strategic plan?
2. When should we change or update our strategic plan?



### Possible Answers

- 1.
- 2.
- 3.
- 4.
- 5.



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# *Thank you*



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