

Examples of planning, one long-term, one for a year, one for a month and one for a week. The example is based on a day during the start-up-period. And we assume planning in the first week of January. This document has 4 pages, one for each plan. Depending on your project you can make them include more or less number of points. Fishing Equipment Company.

Long term plan

This year, year 1.

January and February this year: Ready with all preplanning. Select all active partners for the project.

March to May: Project report ready etc. Establish suitable suppliers etc.

June to August: Visiting the area for 2 months. Select shop to rent in the area. Finalise financing. Also find out and make agreements for some of the lakes for selling fishing rights. Find and agree with buss and/or taxi company for tours etc. Find suitable house and/or apartments for active partners to live in when the project starts.

September to October: Sign agreements, etc.

November to December: Preparing detailed planes etc.

Next year, year 2

January: Take possession of the shop. Prepare the interior of the shop.

February-March: Start the first big marketing campaign. 15 March open the shop. Buy the boats for the lakes and arrange their location etc.

April to September: First full season.

October: Take part in the big hobby fishing exhibition.

November: Second big marketing campaign.

December (and into January): First active winter season.

Year 3

First full year with all activities.

Year 4

March: Opening a second shop at the other end of the lake district.

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One-year plan

January: Be ready with all preplanning.

February: Select all active partners for the project.

March: Project report ready etc. Incorporate the company and hold the first proper company board meeting.

April: Establish suitable suppliers etc. Fishing equipment. Second Board meeting.

May: Establish suitable suppliers etc. for Food and other such products. Find a manufacturer for the fishing rights cards. Third board meeting.

June: Visiting the area for 2 months. Select shop to rent in the area. Board meeting in the area.

July: Finalise financing. Also find out and make agreements for some of the lakes for selling fishing rights. Find and agree with buss and/or taxi company for tours etc.

August: Find suitable house and/or apartments for active partners to live in when the project starts. Board meeting.

September: Sign agreements (that are yet to be signed).

October: Make and decide list for products to be sold in the shop. Products with long delivery time: Order them.

November: Preparing detailed planes etc. For boat rents. Daily buss tours. Board meeting.

December: Planning who does what following year when the project gets alive.

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One Month plan

January

First week: Plan who do what for the pre-planning. Make sure all in the project group has taken the course and learn about this. Friday: Project group meeting.

Second week: Make a document about the shop: Purpose with the shop. Type of products to be sold. Other things to be sold (fishing rights cards, day-tours, rent out boats, etc.) Service level. How many people should work in the shop, etc. Should we have the same type of dress, like a uniform, or not in the shop? Everything related to the shop. Analyse and make documents that can be used in the project report.

Third week: Working with day tours, renting out boats and other such ideas. Analyse and make documents that can be used in the project report.

Forth week: Talk to people that apart from the project group, could be possible active partners etc in this project. Prepare for meetings and decisions next month.

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One Week plan

January, First week.

Monday: Plan who do what for the pre-planning. Prepare the agenda for Friday meeting.

Tuesday: Follow up the status of doing the course with all members in the project group.

Wednesday: Visit a seminar given at the national tourist organisation headquarters about hobby fishing in the country. Possibility to learn important things and to see several important people in the industry. We shall give priority to talk to the chairmen of the biggest hobby sport-fishers organisation.

Thursday: Meeting with a possible Chartered Accountant (CA) that could become our CA for this project and later the company when incorporated.

Friday: Meeting and lunch with the project group.

And: Every member of the group continues with their tasks given earlier in regard to preplanning and preparing for the project report.

End of example.

Note that planning can look different depending of the type of project etc and what is needed. But planning should be there to help, and an instrument to make sure things happen on time.