

# Business Development Plan

**Instructions:** The question fields are followed by the answer fields. You can use the 'Tab' key on your keyboard to navigate through the form. Some questions have answers in column format.

Date created

Date to be reviewed

Vision Statement of Business

Planning and goal setting are important tools to define the direction of your business and create strategies to achieve your goals. October Business Month 2019 is the perfect and often low cost way to kick start your business development and work on your business, not just in it.

A lot of your business planning and development will focus on strengthening your weaker areas, but don't forget about further developing your existing strengths. By carefully tracking your progress on this document, you can determine if the short and long term goals you have set are achievable and how upcoming OBM events can support you to reach your business goals.

## Business Goals

Short Term (12 months)	
Long Term (5+ years)	

# Business Development Plan

## Strengths and Weaknesses

Strengths	Weaknesses	Opportunities	Threats

## Pick up your printed calendar at the following locations:

- Live Darwin Hub, Smith St Mall
- Territory Business Centers
- City of Darwin Civic Centre
- City of Palmerston
- Chamber of Commerce, Alice Springs and Darwin
- Charles Darwin University Waterfront Campus
- North Australia Development Office
- Darwin Innovation Hub
- Hilton Hotels



# Business Development Plan

## Key Personnel/Staff

Job Title	Name	Skills/ Strengths	Additional required skills and knowledge
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			

# Business Development Plan

## Short Term Priorities

Gap in skills/knowledge	OBM event that can improve that	Event details ie date, time, location
1.		
2.		
3.		
4.		

## Long Term Priorities

Gap in skills/knowledge	OBM event that can improve that	Event details ie date, time, location
1.		
2.		
3.		
4.		

# Business Development Plan

## OBM Plan

Development activity	Staff Member	Key learning outcomes	Cost	Date and time
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
<b>TOTAL COST</b>			\$	

# Business Development Plan



october  
**BUSINESS**  
month 2019

# Business Development Plan

OCTOBER BUSINESS MONTH DEPARTMENT OF  
TRADE, BUSINESS AND BUSINESS  
LEVEL 5, CHARLES DARWIN CENTRE, 19 THE MALL  
TEL 08 8999 7820 FAX 08 8999 7171  
EMAIL [OBM@nt.gov.au](mailto:OBM@nt.gov.au)

[obm.nt.gov.au](http://obm.nt.gov.au)

Notes

End of form

