

Focusing on your business, Year 1

Your company name Cambridge Payroll

S pecific

In 2018 I want to take on an apprentice and take on 20 new clients to cover the cost. I want to start offering a VAT return service and self-assessment tax return service. I want my turnover to be 157k with a net profit percentage of 10%

What is SMART?

Specific What exactly do you want to achieve?

M easurable

I will have an extra team member. I will introduce and advertise the two new services. My monthly turnover will steadily rise to ensure an annual turnover of 157k, with my monthly profit margin being 10%. I will keep within budgets and start a cash flow forecast.

Measurable How can you show you have achieved?

A ttainable

My steps to achieve this is (1) cost out new services, add them to website and advertise via social media (2) Network more to gain more clients (3) Take on an apprentice in April (3) Review budgets monthly and cash flow weekly.

Attainable How can you ensure you achieve the goal? What steps need and can be taken?

R ealistic

Yes I can do this. We are all trained in VAT and Tax Returns so all I need to do is advertise the service. I have been trading for 3 years and in this time I have taken on 4 employees so to grow by one employee a year is realistic. I am on top of my budget and know I can make the figures work.

Realistic Come on, can you really do this? Do you really want to do this?

T imely

This is my one year SMART plan and will be completed by 31.12.2018

Timely Hold yourself to a time frame, and stick to it!

*Take a moment,
have a cuppa and focus!*