



Course Workbook

Name:

Business Name:

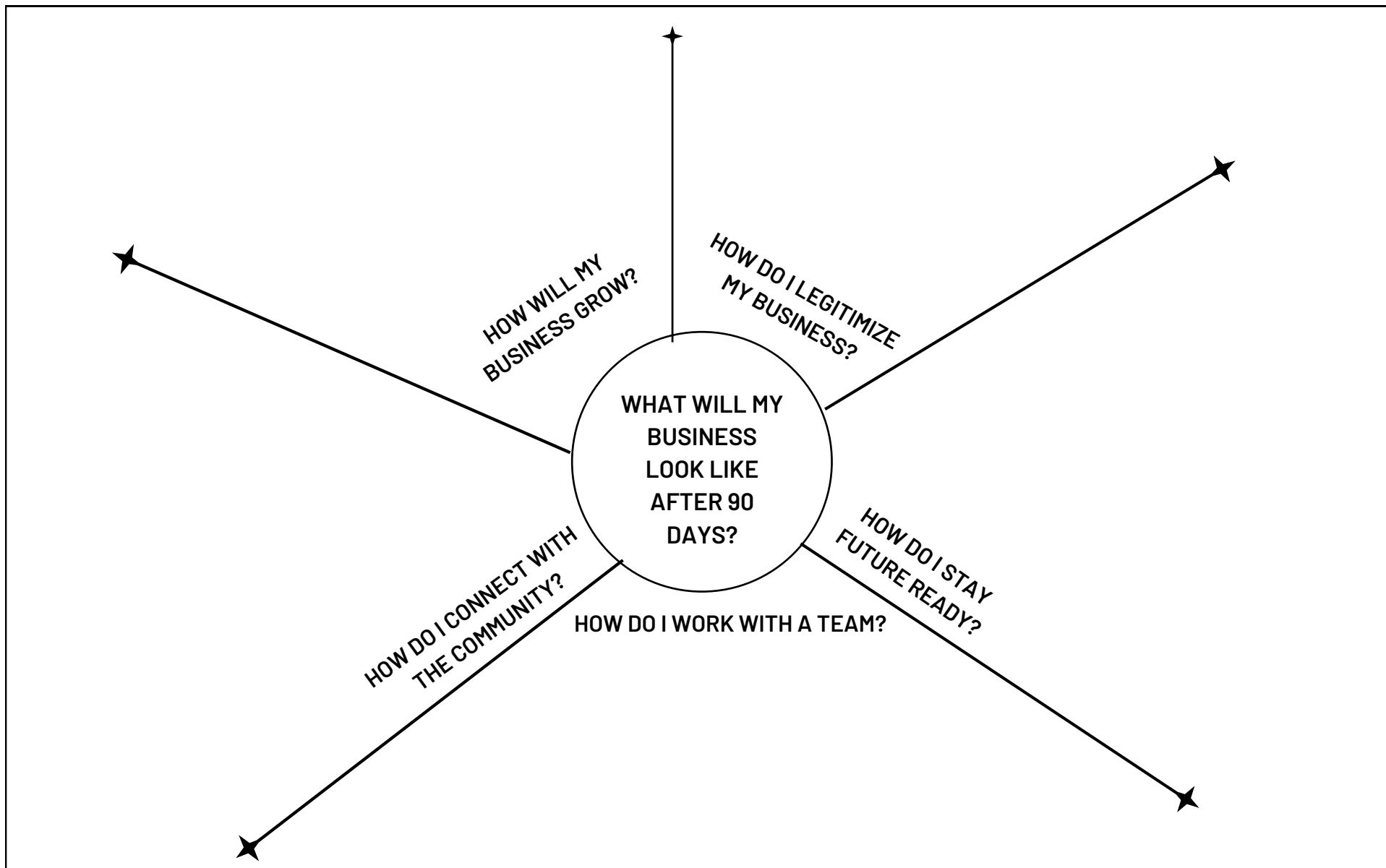
Years in Operation:

Session Date:

Phase 1

Business Growth

1.1 Vision Board



1.2 SWOT Worksheet

STRENGTHS

- *What advantages do you have over your competitors?*
- *What expertise do you have?*
- *What products or services do you have that are unique?*
- *What resources do you have access to? What do customers identify as your strengths?*

WEAKNESSES

- *What resources do you lack (e.g. lack of finances, limited marketing, expertise, poor location)*
- *What does your business not do well?*

OPPORTUNITIES

- *Where are the good opportunities in your industry? (e.g. internet, franchising, export, retail etc)*
- *Identify a niche your business can dominate.*
- *What trends are you aware of that could influence your business?*
- *Which opportunities best match your strengths?*

THREATS

- *What threats are taking place that could negatively affect your business?*
- *How can the economy affect your business?*
- *What are your competitors doing that could impact you?*
- *Which threats can be addressed by improving on a weakness?*

1.3 Proposed Target Network Sheet

NAME	CONTACT NUMBER	BUSINESS NAME

Phase 2

Financial Growth

2.1 90-Day Financial Health Plan

Financial Goals

List your specific financial goals for one year (e.g. increase sales by x%, reduce expenses by x%, etc.)

Income

List your sources of income (sales/revenue + other sources), along with their corresponding projected amount.

Expenses

List your expenses (supplies, operating expenses, salaries and wages, marketing and advertising) for one year, indicate an estimated amount for each expense as well. Compute for the total.

Projected Profit

Compute for your projected profit by subtracting the total expenses from the total projected income.

2.1 90-Day Financial Health Plan

Action Plan

Describe the actions you will take to achieve your financial goals. Be specific about the steps you need to follow.

Monitoring

Identify the variables that you will track to measure your business's financial health regularly (e.g., monthly sales growth, gross profit margin, etc.).

Financial Risks

List potential financial risks your business may face and strategies to mitigate them.

Investments & Savings

If applicable, outline any investments or savings plans to ensure future financial stability.

Review & Adjustments

Specify when you will review your progress and make necessary adjustments to your financial plan e.g. monthly, quarterly, etc.

2.2 Green Initiatives BINGO

B	I	N	G	O
<p>Uses a cloth bag or reusable bags to market</p>	<p>Eliminates or reduces single-use plastic products like straws and plastic utensils.</p>	<p>Planted a tree in the last 3 years</p>	<p>Saves energy (i.e. Unplugging electronic appliances when not in use)</p>	<p>Supports local and eco-conscious suppliers</p>
<p>Buys in bulk to reduce packaging waste</p>	<p>Upgraded lighting to energy-efficient LED bulbs</p>	<p>Uses digital documents and tools to reduce paper usage</p>	<p>Chooses products that have a longer lifespan to reduce waste</p>	<p>Recycle or responsibly dispose of electronic waste</p>
<p>Explores waste-to-energy technologies that can convert waste into energy</p>	<p>Sets clear sustainability goals and regularly monitor and report progress</p>	<p>Educates customers on how they can support sustainability through your business</p>	<p>Offers electronic invoices and receipts</p>	<p>Donate unused items to local charities or recycling centers</p>

2.3 Creating a Green Business Cost Savings Plan

Goals

Why do I want to create a green business cost savings plan?

Cost Saving Strategies

What actionable strategies can I do to create cost-effective measures that are environmentally sustainable?

Monitoring and Reporting

How do I measure the success of each initiative, track our progress, and share the results?

Phase 3

Digital Growth

3.1 Social Media Content Calendar

	PLATFORM	CONTENT TYPE	MATERIAL	CAPTION
MONDAY				
TUESDAY				
WEDNESDAY				
THURSDAY				
FRIDAY				
SATURDAY				
SUNDAY				

Phase 4

Planning for Growth and Sustainability

4.1 Business Pitch Template

My business _____
BUSINESS NAME

sells / produces _____
WHAT PRODUCTS OR SERVICES DO YOU PROVIDE

to help _____.
WHO ARE YOUR TARGET AUDIENCE

We are similar to _____ and _____
COMPETITOR 1 COMPETITOR 2

but we are different because

WHAT IS YOUR EDGE OVER YOUR COMPETITORS

We are looking for _____

and we plan to use this investment for the following:

1. _____
2. _____
3. _____

LIST THREE THINGS YOU WOULD SPEND THE MONEY ON TO GROW YOUR BUSINESS

4.2 "I used to think...Now I know..."

I used to think _____

Now I know _____



Get in touch!

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