

# Business Plan 2017 – 2018

## Fallow Management Ltd

As Fallow Management begin our new financial year on 1<sup>st</sup> September 2017 we wanted to share with you our plan for the coming year and our vision for the future.

Business Principles	
Mission Statement.	Vision.
<p>With over 25 years' experience Fallow Management have built a skilled team of professionals to help maintain our customers image by providing a bespoke service that is right for their businesses.</p> <p>We will operate and drive our business forward by our principles of Honesty and Transparency ensuring business sustainability, consistency, employee engagement, customer service and satisfaction.</p>	<p>Through stable and progressive management beliefs Fallow Management will expand its contract portfolio, embrace opportunities to diversify and be recognised as a dynamic and forward-looking business by our customers, employees and industry.</p>

Business Plan	
Business Objectives September 2017 – August 2018	Business Objectives September 2018 - August 2022
<ol style="list-style-type: none"> <li><b>1. Increase from 2.3 to 2.6 million turnover.</b></li> <li><b>2. Expand security portfolio and gain SIA top 100 status.</b></li> <li><b>3. Develop a prioritised engagement and communication strategy.</b></li> <li><b>4. Reduce business risk by reviewing supplier strategy.</b></li> <li><b>5. Complete yearly business review Strength, Weakness, Opportunity and Threat (SWOT) analysis and action plan findings for continuous improvement.</b></li> </ol> <p>Set out action plan to achieve business expansion portfolio expectations mitigating single contract risk.</p> <ol style="list-style-type: none"> <li>a. Expand security portfolio and gain SIA top status.</li> <li>b. Pursue the current pipeline</li> <li>c. Expansion of cleaning contracts.</li> <li>d. Review and develop a marketing strategy to support key expansion objectives.</li> <li>e. Develop a prioritised engagement and communication strategy based on stakeholder analysis, define actions on;               <ol style="list-style-type: none"> <li>i. High Power/Influence and High interest - Engage and actively seek to influence.</li> <li>ii. High power/influence and Low interest - Engage and actively seek to influence.</li> <li>iii. Low Power/influence and High interest - Keep Satisfied.</li> <li>iv. Low power/Influence and Low interest - Monitor Only.</li> </ol> </li> <li>f. Complete yearly Strength, Weakness, Opportunity and Threat review and set a business year action plan.</li> </ol>	<ol style="list-style-type: none"> <li>1. Increase business portfolio;           <ul style="list-style-type: none"> <li>• 2018 – 2019 Increase business portfolios from 2.6 to 3.0 million.</li> <li>• 2019 – 2020 Increase business portfolios from 3.0 to 3.5 million.</li> <li>• 2020 – 2021 Increase business portfolios from 3.5 to 4.0 million.</li> <li>• 2021 – 2022 Increase business portfolios from 4.0 to 4.5 million.</li> </ul> </li> <li>2. Be recognised as a progressive and sustainable business;           <ul style="list-style-type: none"> <li>• 2018 – 2019 Work towards achieving a local award such as Medway Business Awards, Kent Excellence in Business Awards.</li> <li>• 2019 – 2020 Achieve a local award and work towards achieving a nationally recognised "Good Company to Work For" award such as The Sunday Times Best 100</li> <li>• 2020 – 2021 Achieve a nationally recognised "Good Company to Work For"</li> </ul> </li> <li>3. Complete yearly business review SWOT analysis and action plan findings.</li> </ol> <p><b>Tracey Scott-Fox</b> <b>Managing Director.</b></p> <p><b>Sharon Mottram</b> <b>Operations Director.</b></p> <p><b>1<sup>st</sup> September 2017</b></p>