

# Business Plan 2021 – 2022

## Fallow Management Ltd

### Objective.

- Under Fallow Managements Business Planning and Strategic Change Management procedure there is a requirement to review, plan, schedule and communicate the business vision and SMART objectives. This document will give a detailed 12-month action plan and highlight the business vision.

### Business Principles

#### Mission Statement.

With over 30 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.

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.

#### Vision.

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.

### Business Plan

#### Business Objectives September 2021 – August 2022

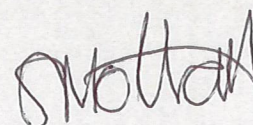
- Review current relationships and explore new partnerships ensuring aligned values and standards to increase sales to 4 million.**
  - Work towards achieving a local award such as Medway Business Awards, Kent Excellence in Business Awards.**
  - Promote Well Being within the workplace.**
  - Complete yearly business review (SWOT) analysis and action plan findings for continuous improvement.**
- Review current relationships and explore new partnerships ensuring aligned values and standards to increase sales to 4 million.
    - Review contract services provided to each site and look to develop offering.
    - Review the ongoing profitability of each commercial contract.
    - Update marketing material focusing on security provision.
    - Target security services for new business.
  - Work towards achieving a local business award.
    - Scope and action plan local business awards, agree what, how and when.
  - Promote Well Being within the workplace by championing Mental Health, providing training to staff.
  - Continue to develop software to support admin role.
    - Input all staff and site details on to database and link site expenditure to budgets to track spend.
  - Complete yearly business review.
    - Complete yearly Strength, Weakness, Opportunity, and Threat review and set a business year action plan.

#### Business Objectives September 2021 - August 2026

- Increase business portfolio:
  - 2022 – 2023 Increase business portfolios from 4.0 to 4.5 million.  
Look to promote social media to increase brand awareness.
  - 2023 – 2024 Increase business portfolios from 4.5 to 5.0 million.
  - 2024 – 2025 Maintain business portfolio at 5.0 million.
  - 2025 – 2026 Maintain business portfolio at 5.0 million.
- Be recognised as a progressive and sustainable business:
  - 2021 – 2022 Achieve a local award and work towards achieving a nationally recognised "Good Company to Work For" award such as The Sunday Times Best 100
  - 2022 – 2023 Maintain local Award
  - 2023 – 2024 Achieve a nationally recognised "Good Company to Work For"
  - 2024 - 2025 Consolidate nationally recognised award and review best practice options.
- Promote Well Being within the workplace
  - Offering support and training to all staff
  - Encourage Mental Health champions on site
  - Become a Living Wage company
  - Promote staff engagement through social media
- Complete yearly business review SWOT analysis and action plan findings.



**Tracey Scott-Fox**  
Managing Director



**Sharon Mottram**  
Operations Director

**1<sup>st</sup> September 2021**