

BUSINESS ACTION PLAN

Once you've solidified your strategy and developed your business goals, it's time to put them into action. The ANZ Business Action Plan can help you to break down your goal into smaller steps with an 8-week timeline. Your action plan is something you should revisit frequently, keeping yourself accountable and adjusting your plan week by week.

NOTE: Before using the Business Action plan, we suggest to explore [ANZ.com/businesshub](https://www.anz.com/businesshub) to find the tools that can help you first establish strategic priorities for your business and determine your short term business goals.



BUSINESS ACTION PLAN

1. Fill in the focus areas for your business, a description of its current state, and what you want it to look like 8 weeks from now.
2. Fill in all the small, tangible steps you need to take each week in order to achieve that goal.
3. Refer back to your Business Action Plan each week to review your progress as well as plan your next week's tasks.

Example:

Current State What does this look like today?	Goal 1 What does this look in 8 weeks?	Timeline Write down the steps you want to take in the next 8 weeks			
<i>No e-commerce platform.</i>	<i>Ecommerce platform is live and generating sales</i>	W1. <i>Consider all ecommerce needs.</i> <ul style="list-style-type: none"> • <i>Products and pricing</i> • <i>Logistics and legal implications</i> 	W2. <ul style="list-style-type: none"> • <i>Research ecommerce platform and payment technology options</i> • <i>Choose ecommerce platform and payment technologies</i> 	W3. <i>Finalise and purchase ecommerce hosting website, domain name and payment technologies</i>	W4. <ul style="list-style-type: none"> • <i>Build ecommerce website using template designs to match the business</i> • <i>Determine success measures for online sales</i>
		W5. <ul style="list-style-type: none"> • <i>Complete any outstanding ecommerce platform requirements</i> • <i>Test website</i> 	W6. <ul style="list-style-type: none"> • <i>Launch website</i> • <i>Monitor and fix and issues as they arise</i> 	W7. <ul style="list-style-type: none"> • <i>Create digital marketing plan</i> • <i>Continue to monitor and fix and issues as they arise</i> 	W8. <ul style="list-style-type: none"> • <i>Review sales data and identify areas of improvement</i> • <i>Continue to monitor and fix and issues as they arise</i> • <i>Being to implement digital marketing plan</i>
Current State What does this look like today?	Goal 2 What does this look in 8 weeks?	Timeline Write down the steps you want to take in the next 8 weeks			
		W1.	W2.	W3.	W4.
		W5.	W6.	W7.	W8.

Current State What does this look like today?	Goal 3 What does this look in 8 weeks?	Timeline Write down the steps you want to take in the next 8 weeks			
		W1.	W2.	W3.	W4.
		W5.	W6.	W7.	W8.
Current State What does this look like today?	Goal 4 What does this look in 8 weeks?	Timeline Write down the steps you want to take in the next 8 weeks			
		W1.	W2.	W3.	W4.
		W5.	W6.	W7.	W8.
Current State What does this look like today?	Goal 5 What does this look in 8 weeks?	Timeline Write down the steps you want to take in the next 8 weeks			
		W1.	W2.	W3.	W4.
		W5.	W6.	W7.	W8.