



BENTLEY MOORE EXECUTIVE



BUSINESS PLANNING



Business Planning Consultancy Services

Introduction

Every organisation — whether a new start-up or an established business — must undertake business planning to define its direction, allocate resources effectively, and ensure growth and sustainability.

For a new business, business planning begins at the very inception of an idea — transforming a concept into a structured, operational enterprise. For an established business, it becomes a disciplined process of evaluating performance, redefining goals, and planning for the next phase of growth or transformation.

In both contexts, effective business planning is not a formality; it is the foundation upon which strategic decision-making, investment, and operational alignment are built. It determines not only *what* the business aims to achieve, but *how* it will achieve it — sustainably, profitably, and with clear governance.

Our Business Planning Consulting Services are designed to support organisations through every phase of the business planning lifecycle — from idea validation and strategic planning to full business case development and infrastructure setup.

The Start-Up or New Business Context

For entrepreneurs and start-ups, business planning represents the critical first step in turning an idea into a viable enterprise.

A Business Plan is the written blueprint that defines the business — describing its objectives, strategies, market positioning, operational model, resource requirements, costs, and financial forecasts.

The purpose of developing a business plan is to:

- Clarify and refine the business idea.
- Identify potential risks and dependencies.
- Establish measurable goals and milestones.
- Evaluate viability through analysis and forecasting.
- Guide early-stage decisions regarding funding, structure, and operations.

By undertaking structured business planning at the outset, new business owners gain clarity, confidence, and control — reducing risk and setting a strong foundation for sustainable growth.

The Established Business Context

For established organisations, business planning provides the mechanism for assessing strategic direction, evaluating market position, and ensuring alignment between vision, capability, and execution.

Annual or multi-year Strategic Business Plans help leadership teams to:

- Reaffirm long-term goals and business vision.
- Identify opportunities for diversification, transformation, or operational improvement.
- Allocate resources and investment effectively.
- Strengthen governance, accountability, and performance tracking.

- Respond proactively to economic, competitive, and regulatory changes.

Through structured analysis and forward-looking planning, established businesses can maintain competitiveness, increase efficiency, and secure sustainable profitability.

Types of Business Plan

We support the preparation of three primary forms of business plan, each serving a distinct purpose and stage in organisational development.

1. Strategic Business Plan

The Strategic Business Plan defines the *high-level direction* of a business — articulating key goals, critical success factors, and long-term strategies.

For a start-up, it evaluates whether the business idea is viable and provides the framework for creating a full business plan.

For an established business, it provides the roadmap for delivering the organisation's long-term vision.

A Strategic Business Plan typically includes:

1. Business definition and context.
2. SWOT analysis (strengths, weaknesses, opportunities, threats).
3. Strategic and operational objectives.
4. Key performance indicators (KPIs).
5. Market and competitive analysis.
6. Marketing and customer acquisition strategy.
7. Financial planning and forecasting.
8. Executive summary and next steps.

2. Outline Business Case (OBC)

An Outline Business Case (OBC) identifies and evaluates the preferred approach to achieving business objectives while ensuring value for money.

Its purpose is to:

- Define strategic alignment and business need.
- Identify and compare potential options.
- Determine value for money and commercial viability.
- Confirm funding and affordability.
- Plan for successful delivery and governance.

The OBC acts as a decision framework — validating feasibility before committing to full investment or implementation.

3. Full Business Case (FBC)

The Full Business Case (also known as the Final Business Case) provides a detailed, end-to-end plan for developing and launching a business, initiative, or transformation programme.

It consolidates all analysis, decisions, and planning outputs into a comprehensive framework that enables delivery.

A Full Business Case typically includes:

- Executive Summary
- Mission, Vision, and Objectives
- Business and Service Scope
- Ownership and Management Structure
- Product and Service Overview
- Organisation and Resourcing Model
- Third-Party Supplier and Partner Requirements
- Strategic Alliances and Market Positioning
- Multi-Year Business Planning Objectives
- Financial Forecasting, Analysis, and Modelling
- Route-to-Market and Sales Strategy
- Brand, Marketing, and Digital Strategy (including website and social media)
- Risk Management Framework
- Performance Measurement and KPI Definition
- Data Analytics and Business Intelligence Plan
- Contingency and "What If" Scenarios
- Company Formation, Governance, and Accounts Management

For new businesses, the Full Business Case provides the blueprint for launch. For established organisations, it supports major initiatives such as expansion, diversification, or transformation.

Business Planning and Implementation

Once the business plan or business case is complete, the focus shifts from *planning* to *delivery*. This phase — Business Planning Implementation — involves executing the activities and establishing the infrastructure needed to operationalise the business.

These activities may include:

- Company formation and registration.
- Setting up governance, management, and reporting structures.
- Developing branding, website, and marketing assets.
- Establishing systems, processes, and policies.
- Securing suppliers, partners, and resources.
- Managing dependencies between activities (e.g., website before marketing, branding before business cards, business bank account after company registration).

For new entrepreneurs or business owners, this stage can be complex and daunting.

Our consultants provide project-managed support, ensuring that each component of the business infrastructure is delivered correctly, efficiently, and in the right sequence to avoid costly errors or rework.

Our Business Planning Consulting Services

We provide a comprehensive suite of Business Planning Consulting Services covering the full business lifecycle:

- Multi-Year Business Strategy Development
- Preparation of Strategic, Outline, and Full Business Cases
- End-to-End Business Planning and Execution
- Company and Management Structure Design
- Business Services Operating Model
- Setup of Business Infrastructure and Operational Frameworks
- Financial Forecasting, Analysis, and Reporting
- Social Media and Digital Strategy
- Risk Management and Contingency Planning
- Data Analytics and Business Intelligence Integration
- Service Definition and Business Model Design
- Project Management and Delivery Assurance
- SWOT Analysis and Market Evaluation
- Executive Advisory and Coaching Services

Each engagement is tailored to the client's business maturity, goals, and resource profile — whether supporting a first-time entrepreneur, a growing SME, or a large enterprise embarking on a strategic re-planning initiative.

Outcomes and Value

Our Business Planning Consulting Services deliver measurable value by:

- Translating ideas into structured, viable, and fundable business propositions.
- Enabling informed decision-making through financial and operational insight.
- Building a foundation for sustainable growth, scalability, and resilience.
- Reducing risk through structured planning, governance, and delivery support.
- Strengthening investor confidence and stakeholder credibility.

Whether you are starting a new venture, repositioning your business, or preparing for growth, we help you design, validate, and implement business plans that are clear, credible, and actionable.

Bentley Moore Executive

We are Bentley Moore Executive, we are here to lead, advise, assist and provide you with Business Planning Consultancy Services.

Contact Us

Should you wish to discuss any of your requirements and how we can help you, you can contact us as follows:

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Our Services



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Transformation



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