

Operations Unit

(Part of the Standard Question and Answer Business Plan)

Note: It is important that this section remains a plan and does not evolve into an operations manual. It serves as an outline to your reader demonstrating you have recognized the factors of production necessary to produce a service or a commodity. Of course, ample diagrams and photographs would enhance this section.

Service Operations

- Are you fulfilling the role of servant, technician, expert, advisor, protector, or trustee?
- Can you describe, as briefly as possible, the service(s) offered?
- Are you adding value at a minor cost to your clients?
- Will you control startup costs with a system of client screening?
- Do you have a policy for setting priorities for utilization of resources, client servicing and development?
- Do you have an efficient billing system?
 - Will it include records of time billable to clients and internal activities?
 - Will it have a fair and accurate costing and pricing of services?
- Will you be applying Queuing Theory to the demands for service?
- How will you accommodate customer enquiries?
 - Are there facilities and procedures for processing telephone enquiries?
 - Will there be distinct processing for receiving sales enquiries?
 - Will there be distinct processing for receiving calls for service?
 - Are there facilities and procedures for processing walk-in enquiries?
 - Are there facilities and procedures for processing electronic (email or website) enquiries?
- Do you have a clearly defined service policy?
- Is the service function appropriately staffed by skilled personnel?
- What is the turn-around policy for delivering a service response?
- Will you employ telemarketing techniques? How will you minimize intrusion into your

prospect's time?

- Do you have adequate capacity for your expected demand?
- Do you have a procedure for avoiding and clearing bottlenecks in service delivery?
- Is there an adequate list of low priority "filler" work?
- Do you have methods for calculating and optimizing utilization of your resources?
- Do you have a policy and method for determining cost-service trade offs?
- Do you have a forecasting procedure for meeting demand for your service?
- Do you have a forecast for the startup stage and beyond?
- Do you have measures for handling fluctuating demand? Will these include using administrative or contracted personnel?
- What is your policy on customer satisfaction?
- Do you have systems for acquiring and measuring data on customer satisfaction?
 - Is this communicated to and monitored for all staff members?
 - What are the procedures for processing complaints?
- Are there plans for development and improvement of service offerings?

Need Help With Your Business Plan?

Whatever your situation or budget - let's discuss it!

For a FREE consultation with NO obligations, send a brief request to:

BPCoach@UncleMaxSays.com

or visit

<http://www.unclemaxsays.com/businessplancoaching/bpcoaching.php>