**Milestones to achieve to support the financial forecasts produced for 2021 – 2022**

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| --- | --- | --- | --- | --- |
| **Area** | **By 30 Jun** | **By 31 Jul** | **By 31 Aug** | **By 30 Sep** |
|  |  |  |  |  |
| 1. **Existing services/offerings**
 | All clear, in place & operational | Reviewed and adjusted if necessary | Reviewed and adjusted if necessary | Reviewed and adjusted if necessary |
|  | 100% Occupancy targets met | 100% Occupancy targets met | 100% Occupancy targets met |
| All pricing reviewed and adjusted on all sites/literature | Pricing feedback sought & analysed  | Pricing feedback sought & analysed  | Pricing feedback sought & analysed  |
| Income min £1500 pm | Income min £2000 pm | Income min £2,000 pm | Income min £1500 pm |
| 1. **New services/offerings or collaborations**
 | Consider potential new services or extras | Consider potential new services or extras | Consider potential new services or extras | Consider potential new services or extras |
| Identify potential collaborative opportunities |  |  |  |
| 1. **Customers**
 | Customer Survey drafted and issued | Customer Survey in operation | Customer Survey in operation | Customer survey completed |
| Customer survey findings analysed |
| Survey Action Plan drawn up |
| 10 Google Reviews sought & followed up | 10 Google Reviews sought & followed up | 10 Google Reviews sought & followed up | 10 Google Reviews sought & followed up |
| 1. **Web Presence**
 | All booking sites fully reviewed for photos, brand, text etc. | All problems fixed and brand/messages aligned fully |  |  |
| Google presence & all Google details checked: (Opening hours; services; photos etc.) | Google presence & all Google details checked: (Opening hours; services; photos etc.) | Google presence & all Google details checked: (Opening hours; services; photos etc.) | Google presence & all Google details checked: (Opening hours; services; photos etc.) |
| Website fully reviewed  | Website critical updates completed – photos; reviews etc. |  |  |
| 1. **Marketing/Social Media**
 | AdWords £100 Spend v Return target met….. | AdWords £100 Spend v Return target met | AdWords £100 Spend v Return target met | AdWords £100 Spend v Return target met |
| Emails captured for all customers | Emails captured for all customers | Emails captured for all customers | Emails captured for all customers |
| Email newsletter issued with updates and special offers | Email newsletter issued with updates and special offers | Email newsletter issued with updates and special offers | Email newsletter issued with updates and special offers |
| Develop a social media calendar & implement | Implement social media calendar | Implement social media calendar | Implement social media calendar |
| 1. **Competitors**
 | 5x main competitor identified & Strengths/weaknesses listed | Lessons learned & messages amended to highlight our USP | Competitor reviews read and actions taken | Competitor reviews read and actions taken |
| 1. **Overall Sales Income**
 | Income min £1500pm | Income min £2000 pm | Income min £2,000 pm | Income min £1500 pm |
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| 1. **Overall Costs**
 | Total costs (exc. Staff) £XX | Total costs (exc. Staff) £XX | Total costs (exc. Staff) £XX | Total costs (exc. Staff) £XX |
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| 1. **Key Individual Costs**
 | All reviewed and cost savings identified | All reviewed and cost savings identified | All reviewed and cost savings identified | All reviewed and cost savings identified |
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| 1. **Profit**
 | Net Profit min £1200 | Net Profit min £1700 | Net Profit min £1700 | Net Profit min £1200 |
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| 1. **Other…..**
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| **Actions** | **Who?** | **By Date** |
|  |  | 30 Sep 2021 |
|  |  | 31 Oct 2021 |
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