**BUSINESS PLANNING**

1. **When we need business planning?**

When starting a new business or expanding an existing business.

1. **What is business planning?**

Business planning is a logical decision making process based on market analysis and forecasting to set a company’s goals and objectives while continuously updating using a feedback system and measuring performance.

1. **What is the use of business planning for us?**

Once we become chartered quantity surveyors RICS believes that we can start our own business as sole practitioners. Businesses manage without a plan is difficult and not efficient. Therefore we need to have some knowledge and understanding of business planning as chartered surveyors.

1. **What is vision and mission?**

Vision is what we want to be in a business. Mission means, how the business is going to achieve set objectives in the vision. Mission statement defines long term goals in the business.

1. **What is Vision of RICS?**

The mark of property professionalism worldwide.

New vision set out by Governing Council to be “**recognised in key worldwide markets as the leading body that sets and enforces professional standards and offers access to the most sought after professional status”.**

1. **What are the missions of RICS?**

* Develop relationship
* Uphold high standard in the public interests
* Establish worldwide influence in the credibility

1. **What is BRICS economies?**

BRICS is the abbreviation for an association of five major emerging national economies: Brazil, Russia, India, China and South Africa

1. **What are Characteristics of a good target?**

SMART (Specific, Measureable, Attainable, Relevant, Time bound)

1. **What is the strategic goals of RICS?**

As per business plan applicable to 2015, published on 2012,

1. Gain market recognition of RICS standards in the key economic and political centres of the world
2. Take a leadership role in the development, regulation and enforcement of international standards
3. Be a role model as a ‘responsible’ organisation
4. Grow the profession in strategically important markets with an emphasis on the BRICS economies
5. Ensure the profession continues to develop through the provision of leading-edge training, knowledge and information
6. Ensure that members understand the direction of RICS and take pride in their professional status.
7. **What are internal and external analysis tools?**

* SWOT for internal and external analysis. A SWOT analysis measures a business unit
* PESTEL for external analysis. PESTEL analysis measures trends and changes in the market

1. **What are the business planning types?**

* Project planning – 1 year
* Operational Planning – 2 to 4 years
* Strategic Planning – 5 to 10 years

1. **How do you startup a new business in another country?**

As advised in help sheets,

* First, we have to Inform RICS that I’m starting up a new business
* Establish vision, mission and goals
* Do internal and external analysis SWOT and PESTEL
* Establish business target
* Formulate a strategy to achieve business target
* Establish a monitoring system to check whether business is achieving the target
* Work according to rule for firms, such as obtaining PI cover establish CHP etc.

1. **How do staff appraisals influence business planning?**

Staff appraisal will motivate employees and ultimately it will affect productivity. This will help in meeting company’s targets.

1. **What would you expect to see in a five year plan for a business?**

As per latest RICS business plan 2012-2015,

* CEO’s statement
* Executive summary
* Vision and strategic objectives
* Description of Company, its products and services
* Market opportunities
* Marketing & sales strategies and priorities year-wise
* Key risks to be managed
* Finances, Assets and Management team
* Budget and Financial forecasts

1. **In terms of business planning how does the management of your company ensure that you are making a profit?**

* Seek funding;
* Gain new instructions, new clients, new customers;
* Help focus on key priorities;
* Allow the organisation to respond to change;
* Budgeting;
* Setting targets for staff.

1. **What are the level or types of business plan?**

* Corporate level: For entire company, is long term and in fairly broad terms.
* Management level: For area of an organisation, is in monthly or quarterly periods and quite detailed.
* Operational level: For individuals in the organisation, is in days or even hours and will be very detailed.

1. **What are the essential elements of a Business Plans?**

* The Vision / Mission
* Objectives and goals
* Strategies and actions

1. **What is market?**

Market means demand side of business. A group of customers with a specific set of needs and wants

1. **What is industry?**

Industry means supply side of business. A group of businesses whose products are close substitutes

1. **What is SWOT?**

SWOT is a structured analysis of the market that stands for strengths, weaknesses, opportunities and threats.

1. **What is PESTEL?**

PESTEL is a structured method of analysing the key factors influencing markets that stands for Political, Economical, Social, Technological, Environmental and Legal.

1. **What tool can be used to analyse the competitiveness in the industry?**

Porter’s five forces model - Barriers to entry, Substitute products, bargaining power of suppliers, bargaining power of customers, Rivalry among existing firms

1. **How do you contribute to your company’s goals? (examples)**

* Focus on safety
* Excellence in my work
* Sharing knowledge
* Keeping up with new technologies

1. **What tools does your company use to manage its business? (examples)**

* Timecards
* Project appraisals / client satisfaction surveys / lessons learnt workshops
* Service management tools / systems

1. **How do you think an up to date business plan can help an organisation in the current economic climate?**

* to seek funding;
* to gain new instructions, new clients, new customers;
* to help focus on key priorities;
* to allow the organisation to respond to change;
* for budgeting;
* For setting targets for staff.