

# Trampoline NH CIC

*Promoting Community Enterprise*

*Supporting Ethical Leadership*



## Operational Planning

## Trampoline NH CIC

- *Promoting Community Enterprise*
- *Supporting Ethical Leadership*

Trampoline @ The Enterprise Hub,  
1 Tiverton Street,  
London, SE1 6NT

Phone: UK - (+44) 7856 877 152

Email: [info@trampolinescic.org](mailto:info@trampolinescic.org)

Company Registration: 10394394 /

VAT Registration: 348 6790 51



# Trampoline NH CIC

*Promoting Community Enterprise*

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## OPERATIONAL PLANNING

### Learning Objectives / Session Outcomes

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#### OBJECTIVES

Enable you to:

- Understand customer pains and gains and how to improve your offer.
- Identify factors that can have an impact on your business operations.
- Learn how to manage, improve or mitigate those factors.
- Plan your business activities for the next six to 12 months, in line with your resources.

#### EXPECTED OUTCOMES

By the end of this session, you will be able to:

- Perform an audit of your business environment and use it for planning purposes.
- Use your SWOT Analysis for planning and decision-making purposes.
- Create a realistic operational plan
- Perform a risk assessment for your business operations.



# Customer Pains & Gains

- **Pains** are the challenges, frustrations, or obstacles customers face in achieving their goal.
- **Gains** are the benefits, improvements, or positive outcomes customers seek.
- A strong value proposition eases pains by solving problems and removes barriers for customers.
- It also enhances gains by offering added convenience, efficiency, or satisfaction.
- Businesses should continually refine their solutions based on evolving customer pains and desired gains.



# Pains & Gains (Taxi Services)

- **Pains:**

- Struggles to secure a ride during busy times.
- Lack of reliable information on arrival times and routes.
- Concerns about safety and driver reliability with traditional taxis.  
**Example:** Finding a taxi, especially during rush hours, can be frustrating and time-consuming.

- **Gains (Uber):**

- Quick and accessible transportation when needed.
- Live updates on driver location and estimated arrival.
- Improved safety through driver verification and in-app security features.
- On-demand rides with real-time tracking.



# Pains & Gains (Mobile Banking)

- **Pains:**

- Traditional banking is often slow and involves tedious paperwork.
- Limited access to real-time financial data and transaction updates.
- Concerns about security when using conventional banking methods.

- **Gains (Mobile Banking):**

- Fast, hassle-free banking with minimal paperwork.
- Instant updates on transactions and account balances.
- Advanced security measures for safer digital banking.
- Save time and effort required in doing banking transactions.



# Pains & Gains (Exercise)

- **Pains:**

- List down some customer pains in your business industry/sector.
- These could be anything from access to products/services, availability, costly , and so on.

- **Gains (Your Offer):**

- How would your business solve those customer pains and change them to customer gains.
- List down these customer gains.

## TO SUCCEED IN BUSINESS, YOU NEED

- 
- VISION
  - GOALS
  - **STRATEGIC PLANNING** (a long-term plan) and
  - OPERATIONAL PLANNING (a short to mid-term plan)

*'If you fail to plan, you plan to fail'*





## S.W.O.T. ANALYSIS

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- S.W.O.T. is a framework used to evaluate a company's competitive position and develop strategic planning.
- It stands for **Strengths / Weaknesses / Opportunities / Threats**
- A SWOT Analysis can help you assess internal (Strengths and Weaknesses) and external (Opportunities and Threats) factors that might affect your business operations
- It helps determine goals and whether/how to move forward

# What's in a SWOT analysis?

The good

The not-so-good

What we've got

## Strengths



What resources can we deploy?  
What are our advantages?  
What's working well?

## Weaknesses



What abilities are we lacking?  
Where are we starting to struggle?  
How can we overcome these?

What's out there

## Opportunities



Who might most value our strengths?  
What trends work in our favour?  
What prizes are within reach?

## Threats



What headwinds do we face?  
Who might challenge us?  
What could go wrong?



# HOW TO CREATE YOUR SWOT ANALYSIS

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1. Identify the proposition and why you're analysing it. Write this at the top of the page.
2. Draw a grid.
3. Label each of the 4 boxes: Strengths/Weaknesses/Opportunities/Threats.
4. Add the factors that affect the proposition under the relevant heading.
5. Analyse and draw up a plan.

# SWOT ANALYSIS: Example



Start-up Idea: Artisan Coffee House

INTERNAL

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## STRENGTHS

Coffee expert (ex-barista)  
Unique/rare blends  
Has found a good location

## WEAKNESSES

Lack of money  
Has never run a business  
Not tech-savvy

## OPPORTUNITIES

Gentrification  
Local council commitment to  
independents  
Rise in online shopping

## THREATS

Existing successful competition  
Lockdown/COVID  
Rise in online shopping

EXTERNAL

H  
E  
L  
P  
S



## USING YOUR SWOT ANALYSIS

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- **Identify Broad Goals** – Use SWOT Analysis to define goals that:
  - Leverage **strengths** (internal advantages).
  - Address **weaknesses** (areas for improvement).
  - Capitalize on **opportunities** (external favourable factors).
  - Mitigate **threats** (external risks).
- **Prioritize Goals** – Rank objectives based on impact and feasibility.
- **Develop an Operational Plan** – Translate goals into actionable steps, assigning resources, timelines, and responsibilities.



**NEXT STEP...**

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**OPERATIONAL PLANNING**

## TO SUCCEED IN BUSINESS, YOU NEED

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- VISION
- GOALS
- STRATEGIC PLANNING (a long-term plan), and
- OPERATIONAL PLANNING (a short to mid-term plan)



## **OPERATIONAL PLANNING**

An operational plan:

- Is a detailed plan of how you will achieve your short-term goals;
- Helps you to be more focused and efficient;
- Provides a basis for budgeting and managing your performance;
- Can help to ensure the business grows and is sustainable
- Should be always be realistic and in line with your available resources.

An operations plan answers the following questions:





# OPERATIONAL PLANNING

GOALS What do you want to achieve?	OUTPUTS What specific actions do you need to take?	INPUTS What resources will you need?	RESPONSIBILITY Who will be responsible for undertaking each action?	TIMEFRAME By when should the actions be done?	BUDGETING How much will each action cost?	PERFORMANCE INDICATORS How will you know you have achieved the desired outcome?
1. <i>Get online</i>	<i>Find a web designer</i> <i>Get some training</i>	<i>Referrers</i> <i>College prospectus</i>	<i>Me</i> <i>Me</i>	<i>Within one month</i> <i>Within two months</i>	<i>£500</i> <i>£200</i>	<i>Website up and running</i> <i>I can manage the website</i>
2. <i>Increase my turnover by 30%</i>						
3. <i>Find new premises locally</i>						



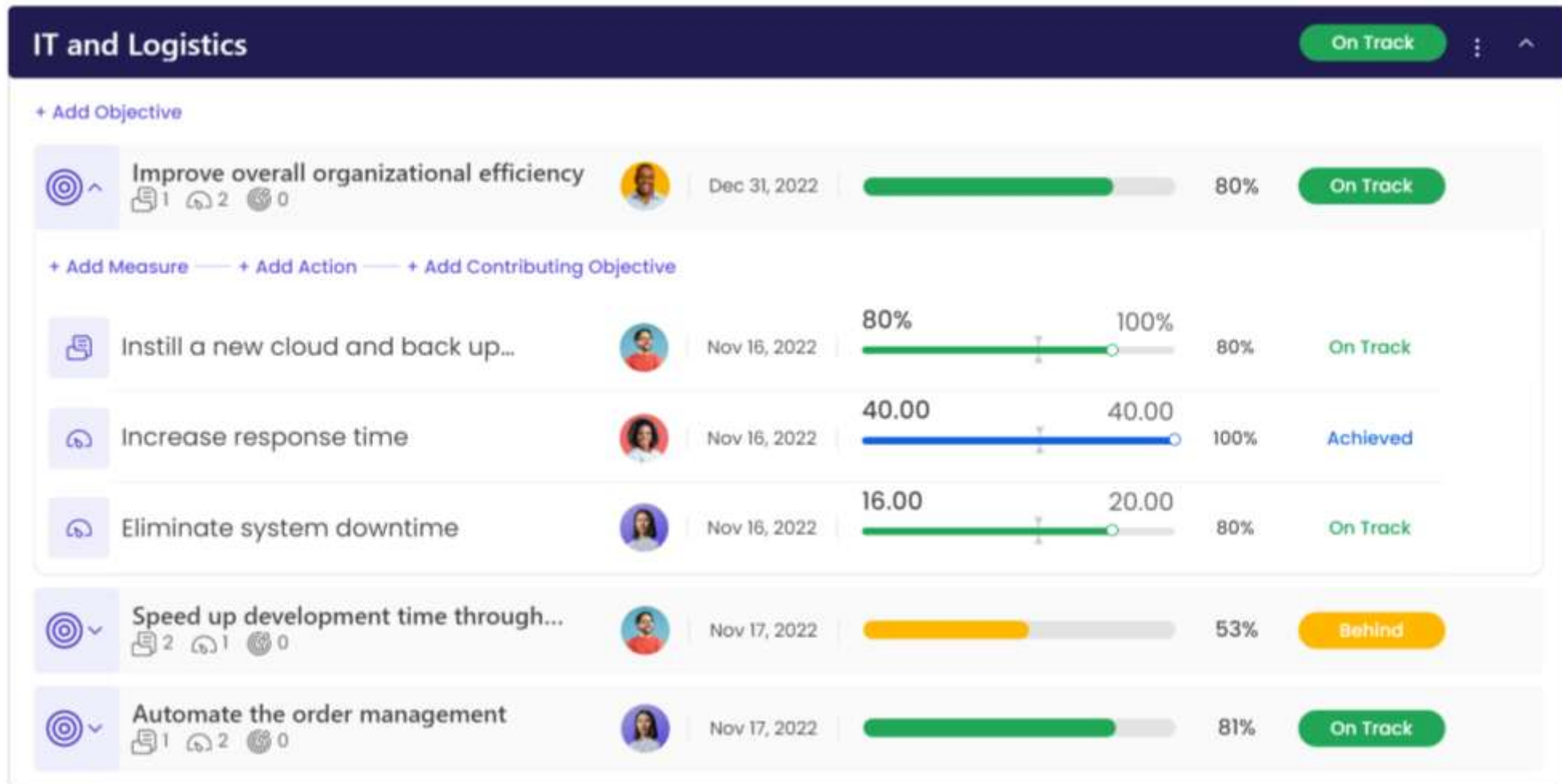
# OPERATIONAL PLANNING

GROUP EXERCISE

<b>GOALS</b> What do you want to achieve?	<b>OUTPUTS</b> What specific actions do you need to take?	<b>INPUTS</b> What resources will you need?	<b>RESPONSIBILITY</b> Who will be responsible for undertaking each action?	<b>TIMEFRAME</b> By when should the actions be done?	<b>BUDGETING</b> How much will each action cost?	<b>PERFORMANCE INDICATORS</b> How will you know you have achieved the desired outcome?
1. Xxx						
2. Xxx						
3. Xxx						

## Online Tools:

There are many online software that can be used to create an interactive operational plan. Some of the most popular ones include Asana, Monday, Smartsheet, Jira. Some of these platforms offer free version with limited features which is a good option for startups.





## STARTUP RISK ASSESSMENT

**Risk assessment** is the process of identifying, analysing, and evaluating potential risks to understand their impact and likelihood. This includes understanding key risks and finding solutions to minimise those risks.

- What are the potential risks, and in what situations might they occur?
- What are the possible consequences of these risks?
- How likely are these consequences?
- Is the risk being managed effectively, or does it require action?



## **Main types of risks facing a business:**

- MARKET
- COMPETITION
- FINANCIAL
- TECHNOLOGICAL



## Market

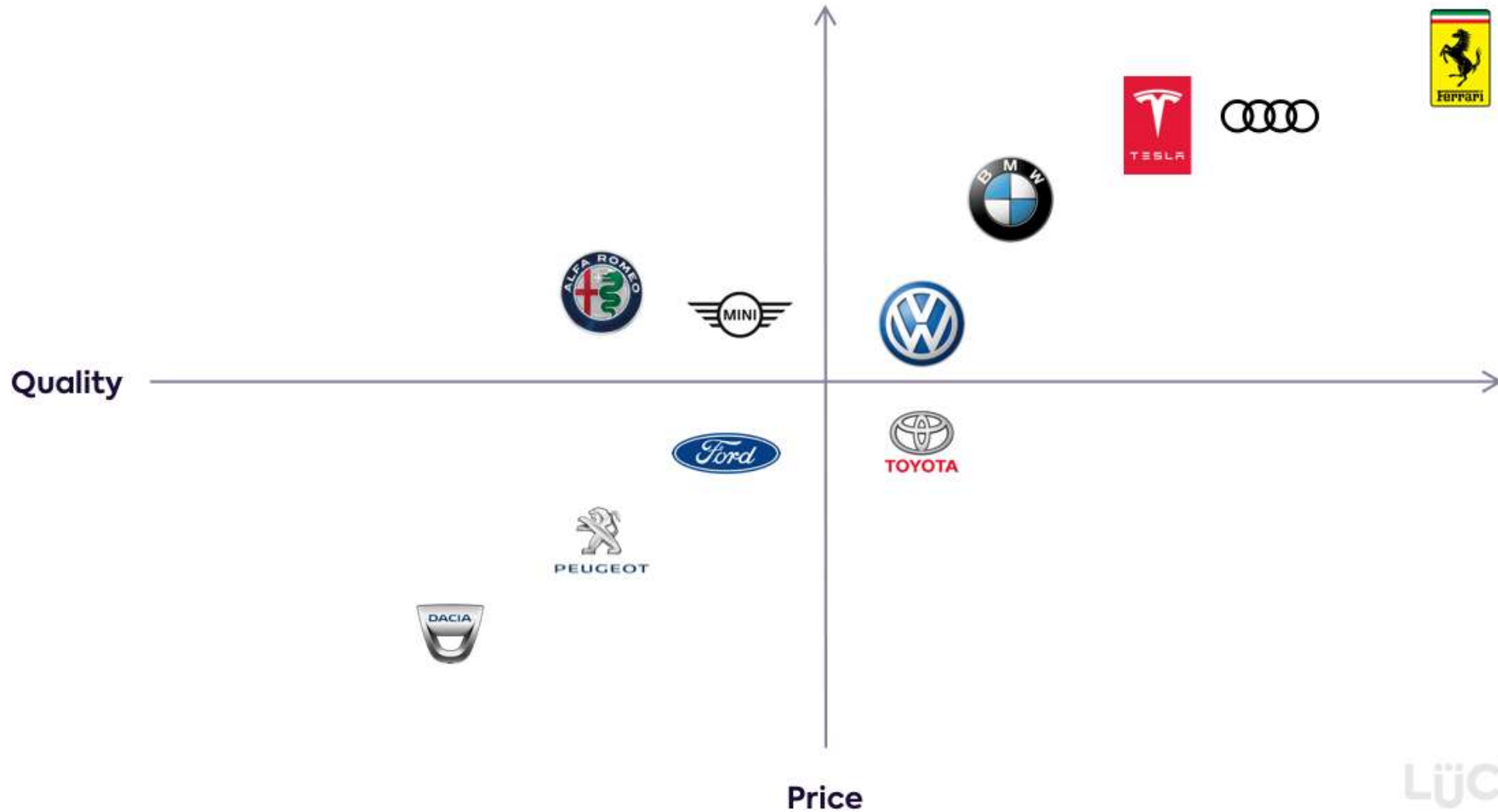
- What's happening in the UK market now?
- Could this affect your business? How?
- Do you need to consider what's happening locally, nationally, or globally?
- What might the future hold for your business?
- What can you do about this?



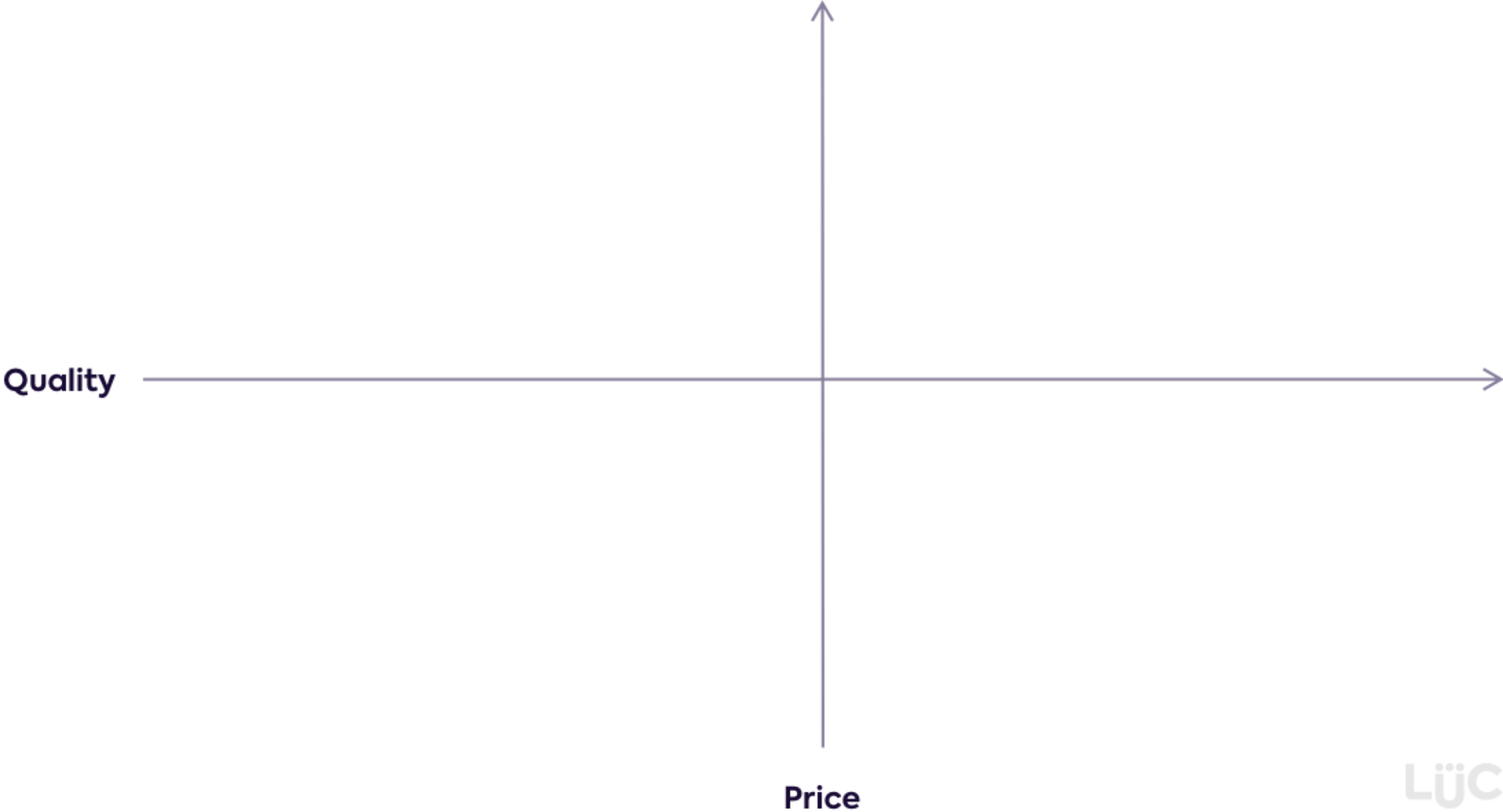
## Competition

- Who are your 3–5 main competitors, and what do you know about their products, business models, and key strengths?
- Compared to them, what do they do better than you, and where could you realistically outperform them?
- How could you attract or convert some of their existing customers?
- What external factors (local, national, or global) could impact your competitive landscape?

# Competitive Positioning Map



# Competitive Positioning Map – Create your Own





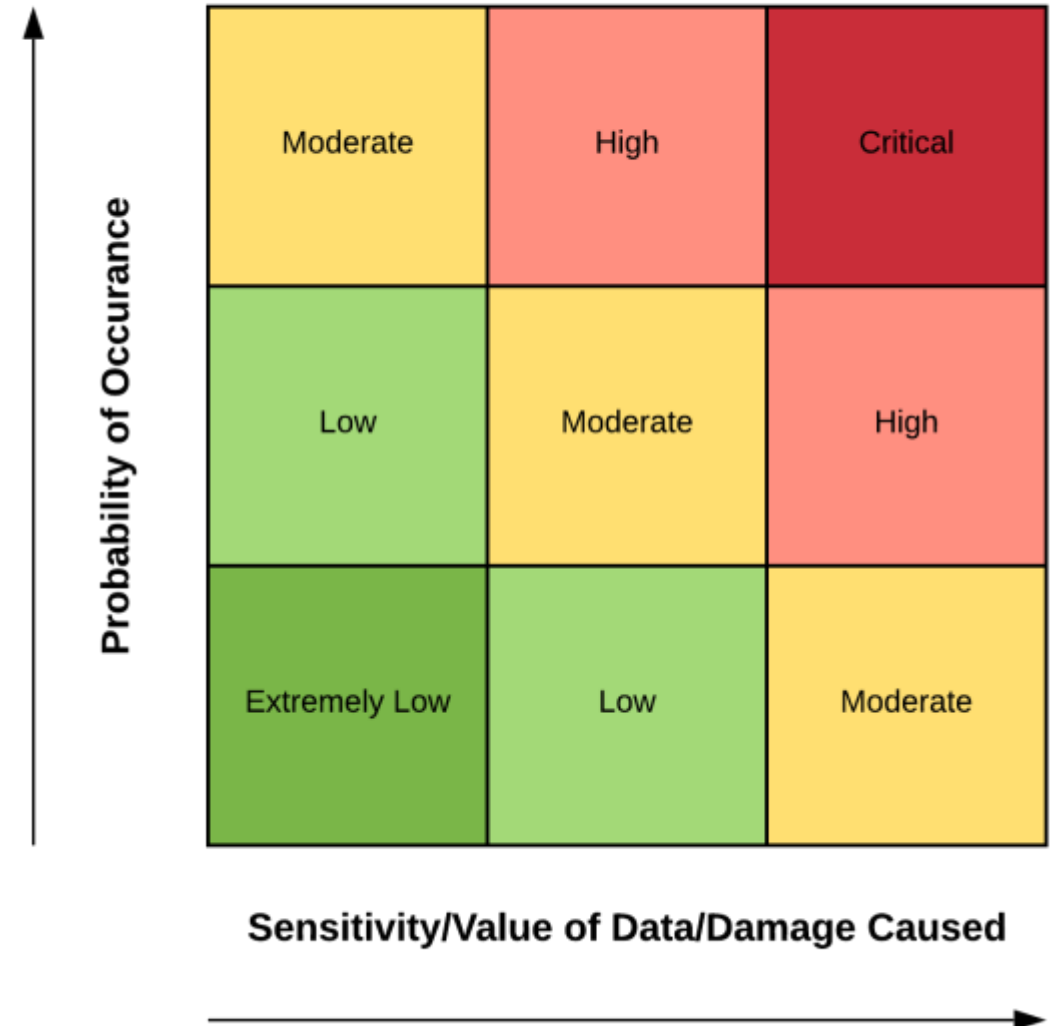
## Financial

- Do you have a healthy CASHFLOW and/or RESERVES? (Covered in Financial Management session)
- What is your strategy for maintaining a healthy cashflow and gradually building your reserves?
- Do you need to hold large levels of stock? If so, what are the associated risks?

## RISK ASSESSMENT STEPS:

1. **Assess Likelihood:** Evaluate the probability of each risk occurring (e.g., low, medium, high).
2. **Assess Impact:** Determine the potential consequences if the risk occurs (e.g., minor, significant, critical).
3. **Risk Scoring:** Combine likelihood and impact to prioritize risks (e.g., low, moderate, high risk).
4. **Review** current measures in place to manage or mitigate risks and assess their effectiveness in reducing the likelihood or impact of risks.

**Risk Table**



The Risk Table is a 3x3 matrix. The vertical axis is labeled 'Probability of Occurrence' and the horizontal axis is labeled 'Sensitivity/Value of Data/Damage Caused'. The cells contain risk levels: Moderate, High, Critical, Low, Moderate, High, Extremely Low, Low, Moderate.

Moderate	High	Critical
Low	Moderate	High
Extremely Low	Low	Moderate



## Supply Chain

As an SME you need to manage your suppliers and maintain a good relationship with them. For both service and product businesses:

- Good suppliers = smooth business operations
- Help ensure timely delivery of goods or services
- Can offer better prices or payment terms when there's trust

Tip: Treat suppliers like partners, not just vendors.



## Supply Chains

- How many people / parties are in your supply chain?
- Where are all the parts of your supply chain based (UK or overseas)?
- What are the risks associated with each of the parts of your supply chain?
- What can you do to mitigate these risks?



How Did we do today?

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Please scan the QR Code below, to give us your feedback



# Join the Start-up Movement!

Website:

[www.trampolinecic.org](http://www.trampolinecic.org)

Email:

**Phone: 07856 877 152**

**Social media:**

**@TrampolineNHCIC**

