

Cash Flow Coaching Kit Logo

Planning your Business: Kirra's Native Food

[Narrator] - Kirra wants to get her native foods business up and running.

She is time poor.

Outside of her job as a teacher and looking after her family, she spends as much time as she can sourcing new customers and products, and then packaging goods to be sent to her customers.

[Kirra] - If I spend time sitting behind my computer writing a plan then I'm not spending time selling my products or finding new customers.

To price my products, I just apply a 5% mark up on costs.

My friend who sells handmade art at the local markets said this is what she does.

[Narrator] - It is really important that you set the right price for your product or service.

The amount of profit you need to make will be unique to you and your business.

A business plan helps you to set out how much profit you need to make, and can help you stay on track to ensure your business meets your financial goals.