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1. Your Ultimate Aim

***‘What do we WANT the business to LOOK LIKE’?***

1. Our 2 Year Objectives

***‘What we will do to SIGNIFICANTLY move towards this goal’***

1. Executive Summary

***‘In a NUTSHELL’***

* Increase Volume
* Increase Price
* Reduce Waste

1. Financial Overview

***‘Quick overview of the KEY numbers’***

1. Strategy

***‘How we will do this’***

1. Increase Volume
   1. Increase number of school customers by x
      1. 6 new customers per half term
      2. Introductory bundled offer
      3. Marketing programme based around the IMPACT not the offer
2. Increase Price
3. Reduce Waste
4. Financial Summary

***‘The numbers in detail’***