

**Handout #1: page 1 of 2:  
Where the Bus is Headed™**

**Describe the organization as you see it 5 years from now, in year 2018.**

	<b>NOW</b>	<b>1 Year</b>	<b>3 Years</b>	<b>5 Years</b>
<b>Total Sales</b>				
<b>Gross Profit</b>				
<b>Net Profit</b>				
<b>Amount of Reserve Funds</b>				
<b>What's unique about what we do</b>				
<b>Sales: \$ Value of Customers, # of Customers</b>				
<b>Product / Service changes</b>				
<b>Product / Service distribution</b>				

**Handout #1: page 2 of 2:  
Where the Bus is Headed™**

**Describe the organization as you see it 5 years from now, in year 2018.**

	NOW	1 Year	3 Years	5 Years
<b>Fleet Size</b>				
<b>Services Delivered</b>				
<b>Information Technology</b>				
<b>Market Position</b>				
<b>Public Reputation</b>				
<b>What is valued by our employees</b>				
<b>Organization structure / # of personnel</b>				
<b>Product / Service distribution</b>				

**Handout #2: page 1 of 1:  
Who's On Your Management Team?**

**Sales**

**Marketing**

**Finance**

**Operations**

**Human Resources**

**Information Technology**

**Handout #3: page 1 of 6:  
Business Growth Planner™**

	<b>Today</b>	<b>15% growth</b>	<b>Double in size</b>
<b>Revenue</b>			
<b># rides overall</b>			
<b>Weddings</b>			
<b>Corporate</b>			
<b>Special Events</b>			
<b>Affiliate</b>			

**Handout #3: page 2 of 6:  
Business Growth Planner™**

<b>COGS factors</b>	<b>Today</b>	<b>15% growth</b>	<b>Double in size</b>
<b>Reservations hours</b>			
<b>Dispatch hours</b>			
<b>Drivers - Salary</b>			
<b>Drivers – IC</b>			
<b>Vehicle related costs – interest , depreciation, gas, maintenance, repairs, tickets, parking, fees</b>			
<b>Computer / phone upgrade for reservations &amp; dispatch</b>			
<b>Additional desks for dispatch and reservations</b>			
<b>Garage, car wash</b>			
<b>Affiliates</b>			
<b>Vehicle insurance</b>			

**Handout #3: page 3 of 6:  
Business Growth Planner™**

<b>Overhead – General &amp; Administrative</b>	<b>Today</b>	<b>15% growth</b>	<b>Double in size</b>
<b>Office space – OH staff</b>			
<b>Desks – OH staff</b>			
<b>Phones</b>			
<b>IT</b>			
<b>Liability insurance</b>			
<b>Office supplies</b>			

**Handout #3: page 4 of 6**  
**Business Growth Planner™**

<b>Overhead Salaries &amp; Benefits</b>	<b>Today</b>	<b>15% growth</b>	<b>Double in size</b>
<b>Accounting Staff</b>			
<b>Recruiting</b>			
<b>Other employees – overhead</b>			
<b>Raises &amp; Bonuses</b>			
<b>Training</b>			
<b>Conferences</b>			

**Handout #3: page 5 of 6:  
Business Growth Planner™**

<b>Overhead – Sales &amp; Marketing</b>	<b>Today</b>	<b>15% growth</b>	<b>Double in size</b>
<b>Sales Staff</b>			
<b>Marketing staff</b>			
<b>Advertising</b>			
<b>Trade Shows</b>			
<b>Vehicles outfitted</b>			
<b>Social Media</b>			



**Handout #3: page 6 of 6:  
Business Growth Planner™**

<b>Balance Sheet</b>	<b>Today</b>	<b>15% growth</b>	<b>Double in size</b>
<b>Vehicle related costs – currently</b>			
<b>Vehicles to be retired</b>			
<b>Accumulated depreciation</b>			
<b>Vehicles planned</b>			