



Strategic Business Planning & Goal Setting

Empowering South African women in business to plan with clarity, confidence, and intention.

Start the year with clarity

Refresh your business plan

Set SMART goals for 2026



1. Welcome Message

Welcome to Month 1 of our Mom's Biz Network growth journey!

This month is all about **clarity**, **direction**, and **purpose**. Whether you're running a home bakery, a service-based business, an online store, or a creative brand, a strong plan sets the tone for the entire year.

By the end of this workbook, you will have:

- ✓ A refreshed or newly crafted business plan
- ✓ Clear understanding of your value proposition
- ✓ Defined SMART goals
- ✓ A practical action plan for Quarter 1

2. Your Current Business Snapshot

(Review before planning ahead)

2.1 Where is your business right now?

- What do you currently offer?
- Who are your customers?
- What are your most popular products/services?
- What worked well last year?
- What challenges did you face?

Write here:

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2.2 Quick Business Health Check (1–5 rating)

Rate each area honestly:

- Branding clarity: _____
- Financial organisation: _____
- Marketing consistency: _____
- Customer retention: _____
- Confidence in your value: _____
- Systems & organisation: _____

3. Review or Create Your Business Plan

3.1 Value Proposition

A clear value proposition answers: **“Why should customers choose you instead of someone else?”**

Examples:

- “Handmade jewellery that celebrates confident South African women.”
- “Affordable baked treats for families who love homemade goodness.”
- “Virtual admin support for busy entrepreneurs.”

Your Value Proposition:

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3.2 Target Market Definition

Describe your ideal customer:

- Age
- Location (South Africa–focused)
- Lifestyle
- Pain points (data limitations, definition challenges, and resource constraints)
- What they value / prioritise
- How they buy

Your Target Market:

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3.3 Competitive Advantage

What makes you unique?

Examples:

- Personalised service
- Local, handcrafted quality
- Faster turnaround
- Strong storytelling
- Niche expertise

Your Competitive Advantage:

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4. Setting SMART Goals for the Year

SMART Framework

- **Specific:** Clear and focused
- **Measurable:** You can track it
- **Achievable:** Realistic for your capacity
- **Relevant:** Supports your long-term vision
- **Time-bound:** Has a deadline

4.1 Your BIG Goal for 2026

What is the ONE goal that excites you and stretches your business?

Your Big Goal:

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4.2 Supporting SMART Goals

Goal 1:

Specific:

Measurement:

Deadline:

Why this matters:

Goal 2:

Specific:

Measurement:

Deadline:

Why this matters:

Goal 3:

Specific:

Measurement:

Deadline:

Why this matters:

5. Strategic Planning Sections

5.1 Products/Services to Focus On

List your top offerings for the year and why they matter.

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5.2 Pricing Review

- Are your prices profitable?
- Do you need to adjust based on materials, fuel, or time?

Notes:

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5.3 Income Goals

Monthly income goal: _____

Quarterly income goal: _____

Yearly income goal: _____

6. Action Plan for Quarter 1

Break your goals into **small, doable steps**.

January Actions

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-
-

February Actions

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-
-

March Actions

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-
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7. Monthly Habit Tracker

Align your habits with your goals.

Habit	Weekly Target
Posting on social media	____ times
Tracking finances	____ times
Outreach/networking	____ times
Updating product list	_____
Self-care	_____

8. Reflection Section

8.1 What fears or blocks might stop you this year?

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8.2 What strengths will help you succeed?

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8.3 What support do you need from Mom's Biz Network?

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9. Monthly Checklist

- ✓ Reviewed or updated business plan
- ✓ Defined value proposition
- ✓ Identified target market
- ✓ Confirmed competitive advantage
- ✓ Set yearly SMART goals
- ✓ Created Q1 action plan
- ✓ Filled in habit tracker
- ✓ Completed reflections

10. Monthly Affirmations

Use these as journal prompts or mirror notes:

"I build my business with clarity and confidence."

"My goals are achievable, and I take aligned steps daily."

"I am capable, creative, and ready for growth."

"My business supports my family, and I support my business with love."