



# Women's Bean Project 2014 & 2015 Strategic Plan



mission

## WHAT IS OUR WHY?

We create employment because through employment we change lives. When we teach women to get and keep jobs, it changes their and their families' lives.



vision

## WHAT DOES OUR PREFERRED FUTURE LOOK LIKE?

In our preferred future, we will be financially stable, with consistent revenue throughout the year, employing hundreds of women in enterprise(s) owned and operated by Women's Bean Project and through strategic partnerships.

### STRATEGY

Partnerships: whenever, wherever, with whomever we can to accomplish our goals and advance our plans.



objectives

## WHAT ARE OUR CHALLENGES?

- We must address our seasonality and improve our financial stability
- We must address flat sales and find ways to create more jobs
- We must find ways to address our facility constraints



strategies

## WHAT WILL MAKE US SUCCESSFUL OVER TIME?

- **Relentless focus on our why** – everything viewed through this lens
- Build a team of talented people committed to our WHY.
- Build and maintain partnerships with others who know more than we do.
- Document all processes to allow for easier internal transitions.
- Great reporting and monitoring of progress to goals
- A commitment to profitability and building resources



action plans

## WHAT SPECIFIC ACTIONS ARE WE GOING TO TAKE?

- Launch Bean@25 anniversary campaign
- Assess current food products and packaging
- Hire a product line manager for jewelry business
- Create a business doing piecework
- Re-evaluate facility needs and create a plan
- Consider product expansion based on vertical integration
- Create financial reporting and forecasting that gives us the right information when we need it
- Identify all areas where partnerships can help move the needle: employment and sales
- Create a framework to evaluate partnerships



objectives

## HOW WILL WE WIN?

Objective/Measurable	Target by FYE 2015	Target by FYE 2016
Growth in current business	\$1,251,784	TBD
# customers in piecework business	5-8	10-15
Women employed	60	75
Funds in operating reserve	\$250,000	\$1M
Growth in jewelry revenue	\$68,459	\$150,000
Graduation Rate	80%	85%
Job Placement Rate	100%	100%