



**SAMPLE BUSINESS PLAN**  
**For Use As A Guide To**  
**PrimeLaw Implementation**

**[INSERT PERIOD THE PLAN COVERS**  
**(which should be at least 3 years)]**

[This is a template which should be completed as fully as possible]

Published by The Law Society of Singapore

Copyright © 2004 The Law Society of Singapore

## **1. STATEMENT OF PURPOSE OF THE PRACTICE**

[For example:

(Name of Practice) is a law firm which aims to provide a professional yet personal service to its clients. We have a core base of loyal clients (individual and institutional) who have been with us for more than 10 years and who depend on us for all of their legal needs.

We focus on ensuring clients receive the best quality of service possible. We not only provide services and advice requested by our clients. We proactively look out for our clients in terms of identifying possible risks and opportunities that may have an impact on them.

We believe that the close relationships that we forge with our clients is our unique selling proposition and is what makes our Practice personally satisfying to each member of the Practice.]

## **2. SERVICES OFFERED**

The Practice aims to offer a high quality legal service to all its clients. Services are offered in the following areas:

## **3. RESULTS OF THE SWOT ANALYSIS**

As part of the review of the Practice's business strategy a SWOT analysis was undertaken. The results are outlined below.

### **STRENGTHS**

The Practice considers its strengths to be:

- 

### **WEAKNESSES**

The Practice considers its weaknesses to be:

- 

## **OPPORTUNITIES**

The Practice considers its opportunities to be:

- 

## **THREATS**

The Practice considers its threats to be:

- 

## **COMPETITIVE POSITION**

Based on the above, the Practice has analysed its competition position to be:

- 

Strategically, it will focus on the following areas:

- 

## **4. OBJECTIVES FOR THE PERIOD OF THE PLAN**

The key objectives for the next twelve months and an outline strategy for a further two years are distilled from the SWOT analysis undertaken and outlined below.

### **KEY OBJECTIVES (NEXT TWELVE MONTHS)**

[Key objectives must be SMART: Specific, Measurable, Achievable, Relevant and Time based.]

The objectives for the next twelve months are:

[For example

a. Attain the Prime Law Quality Mark

- [name].....will be responsible for achieving these key objectives
- The budget for achieving these objectives will be .....
- The achievement of these objectives will be measured by .....
- The strategies for achieving these objectives are set out below in Sections 5 – 8.]

## **OUTLINE STRATEGY (FOLLOWING TWO YEARS)**

The **objectives** for [range of years] are .....

The **budget** for achieving these objectives will be .....

The **achievement** of these objectives will be measured by .....

## **5. MARKETING STRATEGY**

The Practice is aware that marketing to existing and potential clients is important. Refer to Appendix B for the Marketing Plan.

The marketing budget for the year ..... has been set at .....

## **6. TECHNOLOGY STRATEGY**

The Practice's technology strategy is to continue to use technology to maximise resources within the Practice and to improve profitability and efficiency.

The IT budget for the year ..... has been set at ..... and includes the following: [set out upgrades or implementations to be effected]

- Hardware
- Software
- Internet

- Emails

[Alternatively, the Practice can prepare a separate Technology Action Plan to be attached to or referred to in this document]

## **7. STAFFING STRATEGY**

The Practice's staffing strategy is to.....

The staffing budget for the year ..... has been set at .....

[Alternatively, the Practice can prepare a separate Staffing Plan to be attached to or referred to in this document]

## **8. TRAINING AND DEVELOPMENT STRATEGY**

The Practice's training and development strategy is to.....

The training and development budget for the year ..... has been set at .....

[Alternatively, the Practice can prepare a separate Training and Development Plan to be attached to or referred to in this document]

## **9. FINANCIAL INFORMATION**

The annual budget of the Practice (covering projections for income and expenditure and, where appropriate, proposed capital expenditure) is .....

The detailed budget is set out in Appendix A.

## **10. REVIEW OF FORWARD PLANNING ISSUES**

A review of the success of the implementation of the strategies and action plans set out in the business plan will take place in 6 months time on.....[date]. Where necessary, these strategies and plans will be updated.

A full review of the business plan and forward planning for the Practice in general (including the business plan and marketing plan) will take place in 12 months time on .....[date]

[The review must cover the following]:

- The past year's business activities;
- Whether the key objectives of the past year were achieved;
- A review of the current environment and the factors that have affected and will affect the Practice's business operations and performance;
- Review of the original SWOT analysis in the light of the current environment.

## **11. SOLE PROPRIETOR CONTINGENCY ARRANGEMENTS**

[A sole proprietor must set out appropriate arrangements for the transfer of their files to another party in the case of their death or incapacity. This can be set out in a separate document, if preferred]

# **APPENDIX A ANNUAL BUDGET**

**[INSERT PERIOD THE BUDGET COVERS]**

# **APPENDIX B MARKETING PLAN**

**[INSERT PERIOD THE PLAN COVERS]**

[This is a template which should be completed as fully as possible]

## **1. MARKETING PLAN**

[Set out the services the Practice wishes to offer, the client groups to be served, how the services are to be provided, and the way in which services are designated to meet client needs. .

## **2. MARKETING BUDGET**

The marketing budget is: [state budget]. The detailed budget is attached as Appendix B-1.

## **3. MARKETING ACTIVITY**

The Practice will engage in the following marketing activities:

The marketing activities the Practice intends to carry out for the year, the timetable for these activities and the persons responsible for each activity are set out in Appendix B-2]

## **4. MONITORING AND REVIEW**

[The Practice may wish to monitor the success of marketing initiatives, this can be done by recording the source of referrals, or by feedback mechanisms such as client feedback questionnaires. A template client and staff feedback questionnaire is set out in Appendix B-3 and B-4]

▪

**APPENDIX B-1**  
**DETAILED BUDGET FOR \_\_\_\_\_ [PERIOD COVERED BY THE PLAN]**

**APPENDIX B – 2**  
**MARKETING TIMETABLE FOR \_\_\_\_\_ [PERIOD COVERED BY THE PLAN]**

**APPENDIX B-3**  
**CLIENT QUESTIONNAIRE**

As part of our commitment to improving the service we provide, we want to know how we can better deliver our service to meet your requirements. We would be grateful if you could help us by completing this form and returning it in the enclosed envelope. Please be assured that the survey is completely confidential and unless you complete your details at the end, we will not know who has taken part

Q1. How satisfied were you with our overall level of service? PLEASE TICK ONE BOX

- Very satisfied
- Fairly satisfied
- Undecided
- Fairly dissatisfied
- Very dissatisfied

Q1a. If dissatisfied, please tell us briefly why.

---

Q2. Did we give you information/advice that was easy to understand?  
PLEASE TICK ONE BOX

- Very easy to understand
- Fairly easy to understand
- Undecided
- Fairly difficult to understand
- Very difficult to understand

Q2a. How might we improve?

---

Q3. How informative did you find our staff?  
PLEASE TICK ONE BOX

- Very informative
- Fairly informative

- Undecided
- Fairly uninformative
- Very uninformative

Q4. How well did we keep you up to date with progress?  
PLEASE TICK ONE BOX

- Very well
- Fairly well
- Undecided
- Fairly poor
- Very poor

Q5. How well did we listen to what you had to say?  
PLEASE TICK ONE BOX

- Very well
- Fairly well
- Undecided
- Fairly poor
- Very poor

Q6. Would you recommend us to someone else if they needed legal help or advice? PLEASE  
TICK ONE BOX

- Would recommend
- Undecided
- Would not Recommend

Q6a. Please give reason(s) for your answer to Q6

---

---

Q7. Please indicate if the result of your case was as we advised you. PLEASE  
TICK ONE BOX

- Better than advised
- The same as advised
- Worse than advised

Q7. Please tell us how you heard about our organisation and whether it was easy or difficult to make initial contact.

---

---

Q8. Do you have any further comments or suggestions that may help us to improve our level of service? Please continue on another sheet, if necessary.

---

---

Thank you for completing this questionnaire. Your responses are completely confidential. However if you would like us to contact you to discuss any of the issues raised, please complete your name and address below.

**IF YOU DO NOT REQUIRE US TO CONTACT YOU PLEASE LEAVE THIS SECTION BLANK.**

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

**APPENDIX B-4**  
**STAFF FEEDBACK QUESTIONNAIRE**

As part of our commitment to improving the service we provide, we are seeking feedback from staff members about the level of client care provided to our clients. We would be grateful if you could help us by completing this form and returning it in the enclosed envelope. Please be assured that the survey is completely confidential and unless you complete your details at the end, we will not know who has taken part.

Q1. If and when you were last aware of a client who was unhappy with the service provided, what was the cause of the problem?

---

---

---

---

Q2. What steps do you think should be taken for the firm to improve its service to clients?

---

---

---

---

Q3. Would you always recommend the firm to friends and relatives?  
If not, why not?

---

---

---

---

Q4. Please add here any suggestions not covered above which could be helpful.

---

---

---

---