

Do we need a Business Plan within Deaf Association?

All known Deaf Associations have campaigned for their rights and access to the hearing society. Numerous of grants and funds from the government made many projects possible.

But however, the negative point is that all associations are worried for their future as the grants and funds are getting smaller year by year.

Some associations are losing monies faster than they thought resulting in some closures and/or cuts of several jobs.

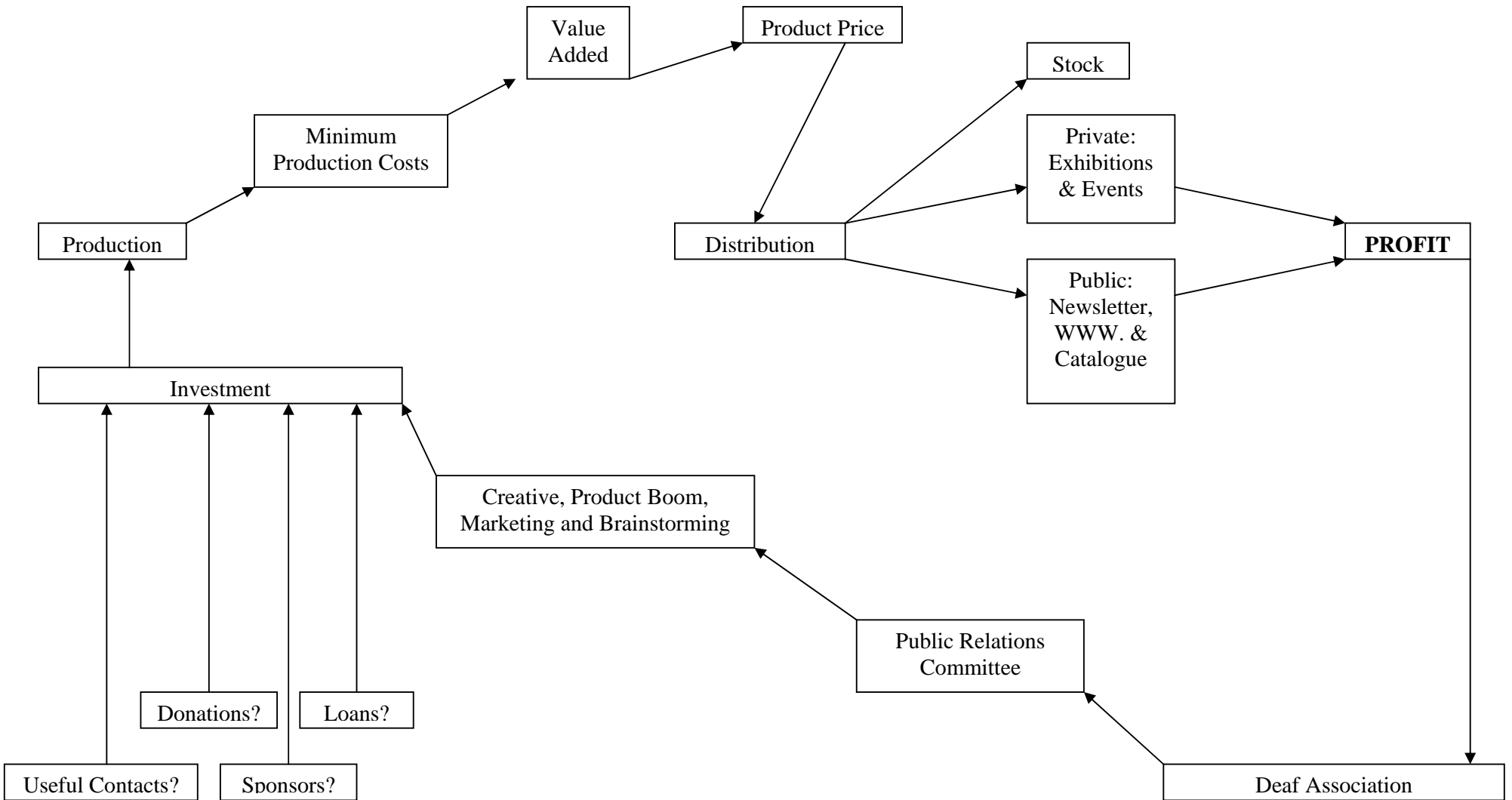
We need both Deaf and hearing people to give their financial support to ensure that all Deaf associations will continue for many years to come.

In this booklet, we give many ideas to use as business plan within the Deaf association.

This booklet will give many Deaf associations motivations and encourage them to seek new ways to get profits and its purposes.

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BLACK BOX



Progress of a Business Plan

1st	2nd	3rd	4th	5th	6th	7th	8th
Brainstorm Creative Design Mode Needs	Investments Time Volunteers Publication	Production	Distribution + Stock	Selling Points – Five Ws	The Profit	Making Goals with Profits	Deaf's Vision



1. Brainstorm

Creative

Design

Mode

Needs of deaf or not-deaf public

2. Investments

Time

Volunteers

Money

Publication

Media

Catalogue

3. Production

4. Distribution + Stock

5. Selling Points → Five Ws (What, Who, When, Where and Why)

6. The Profit

7. Make Goals with the Profits

8. Deaf's Vision in the future - Government will stop funding Deaf Associations

Deaf Associations can go round, round with newer ideas to keep them alive.

Business Plan for Organisations' week plan timetable

<u>Monday</u> -What Business means? Why? G -Process of Business Plan C -Black Box C -Basic ideas-Workshop	<u>Tuesday</u> -Investment R -Marketing C -Investment –Workshop -Marketing -Workshop	<u>Wednesday</u> -Production Cost C - Item ideas R -Books G -DVD R -Items/books/DVD
<u>Thursday</u> -Case studies G -Selling points-Discussion experiences -Selling points-Workshop	<u>Friday</u> -Using Black box for every item chosen. -Make Draft costs, workshop -Make a Goal with profit, workshop	

We include many handouts and examples of successful selling items to gain profits.