



“Creating the Products and Services Section of a Business Turnaround Plan”

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This will be a strict listing of the products lines and services offerings you currently have and those are going to keep. In order to complete this section, you will need to determine those products and services that you will remove from your business model. You will need to spend the time to identify those that will be terminated and those that will be retained.

This section cannot be completed until you have spent the time to do a through analysis of your products and services. A good place to start with this analysis is in the invoice register. Usually, this report will show those more active products and services that are selling. From there you can trace their profitability and make determinations.

In this section, do not go into the particular strategies you employ with each product or service, or why a particular product or service has been chosen over those that are being terminated. Also do not discuss the niches for these products and services here. You will be giving this more detailed information in the Products and Services section of the Marketing Plan. There you will discuss these topics in more detail.

List those products and services you will retain and also list those products and services you are removing as part of the turnaround restructuring. Remember, the strategies and detail will be outlined later.

List the time lines for the turnaround changes. Use enough detail to create a formal project plan with deliverables and dates. You will be constructing a formal project plan to make all the changes you have identified.