

- 3 As part of the planning for **Option 1 – The Sunneydale Farm Park** Charlie and Henry have been advised by Tony to prepare a simple list of steps they will have to complete to successfully meet a launch date.

The steps in the process as devised by Charlie and Henry can be summarised in the following table.

<b>Activity</b>	<b>Task</b>	<b>Time Duration (Weeks)</b>
A	Identify competition and strengths/weaknesses	4 weeks
B	Identify appropriate sources of finance	2 weeks
C	Draw up a plan for the proposed site	3 weeks
D	Apply for planning permission	11 weeks
E	Identify building contractors	2 weeks
F	Identify appropriate stock	3 weeks
G	Select and recruit workforce	4 weeks
H	Train workforce	4 weeks
I	Devise marketing strategy	3 weeks
J	Implement initial marketing strategy	4 weeks
K	Complete building renovations	6 weeks
L	Implement launch week of The Sunneydale Farm Park	1 week



