The operational plan is an essential component to your business plan and it explains how you are going to get your product/service out to market. That is, how are you going to get your product out of the production stage to the doorstep of your target customer.

The operational plan will outline some very important answers to such fundamental questions such as:

- Who is doing what?
- What are the day to day activities?
- How will the suppliers and vendors be used?
- Who are the suppliers?
- What are the labour requirements?
- What are the sources of raw materials?