



The One Page Business Plan

Overview

Explain what your business does and why **YOU** want to do this. (This is your vision of your new company and what you hope to achieve?)

What name have you given your business?

Customers

Who are your customers and why will they buy from you ? (What is your competitive advantage?)

What are your skills and experience to do this?

How much will you charge?

Timeframe

When do you want to start your business? _____

When do you intend to market your business? _____

What else do you need to do to get your business going? (Think premises, Website, additional help if you get busy, provisions to get started)

Strategies

What will you do to get this business going? What is your marketing strategy? (Website, notice-boards, local papers, word of mouth, leaflets etc).

How will you encourage referrals? _____

Revenue

What are your start up costs? – List your requirements and the cost

_____	\$ _____	_____	\$ _____
_____	\$ _____	_____	\$ _____
_____	\$ _____	_____	\$ _____

Total Start Up Costs = \$ _____

What do you need to sell or do a week to break even? _____

What do you need to sell or do a week to make a profit? _____

What is your projection of your costs and profit for a month? _____