

Business plan template

This business plan on a page is a simplified business plan and a great tool to write what your business does, your goals and your strategy for reaching those goals.

1. WHY are you in business?
2. WHAT products or service do you offer?
3. HOW do you sell your products or services?
4. TARGET MARKET. Who do you offer your services or products?

5. MARKETING. How do you connect with your customers? Do you have a marketing plan?

6. COMPETITORS. Who are your top competitors? What's their point of differentiation?

7. BUSINESS MODEL. How do you monetise your business?

8. PEOPLE. Who do you have / need to deliver your services or products?

9. What do you need to deliver the service/s or product/s? (e.g. machinery, supply chain, warehouse, etc)

10. GOALS. Where do you want to be in the next 3 years? What business goals and objectives have you set for the coming year? What are your longer-term goals? Are they SMART – specific, measureable, attainable, realistic and time-bound?

11. FINANCE. What are your income streams? What are your fixed expenses?