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|  | Questions are followed by answer fields. Use the ‘Tab’ key to navigate through. Replace Y/N or Yes/No fields with your answer. |
| 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? | |
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| 1. **What** products or service do you offer? | |
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| 1. **How** do you sell your products or services? | |
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| 1. **Target market.** Who do you offer your services or products? | |
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| 1. **Marketing.** How do you connect with your customers? Do you have a marketing plan? | |
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| 1. **Competitors.** Who are your top competitors? What’s their point of differentiation? | |
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| 1. **Business model.** How do you monetise your business? | |
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| 1. **People.** Who do you have / need to deliver your services or products? | |
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| 1. What do you need to deliver the service/s or product/s? (e.g. machinery, supply chain, warehouse, etc) | |
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| 1. **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? | |
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| 1. **Finance.** What are your income streams? What are your fixed expenses? | |
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| End of form | |