

# The One Page Business Plan®

Company: \_\_\_\_\_



## Vision

**The Vision Statement describes what this business will look like in 3, 5 or 10 years.**

Within the next \_\_\_ years grow (company name) \_\_\_\_\_ into a  
successful (local, regional, int'l) \_\_\_\_\_ ( type of company) \_\_\_\_\_  
providing (describe products/services) \_\_\_\_\_  
to (describe target customer) \_\_\_\_\_

## Mission

**The Mission Statement describes why the business exists from the customers point of view**  
**Federal Express mission statement can be said in one word – OVERNIGHT**  
**Why does your business exist? What do your customers want from you?**  
**Describe why your business exists in 6 words or less**

## Objectives

**Objectives = Measurable Results What results must your business achieve to be successful?**  
**List four to eight goals that this business must achieve to be successful.**

- Sales (Annual Dollars Volume) \_\_\_\_\_
- Profit before Tax \_\_\_\_\_
- Gross Profit percentage \_\_\_\_\_
- Number of customers \_\_\_\_\_
- Average dollar sale \_\_\_\_\_
- Number of billable hours \_\_\_\_\_

## Strategies

**Strategies = Define how the business will be built and managed .**  
**Describe five to eight things this business must do extremely well over time to be successful.**

- Positioning: Become nationally known for \_\_\_\_\_
- Revenue Model: Generate revenues by \_\_\_\_\_, \_\_\_\_\_ & \_\_\_\_\_
- Markets/Customers: Focus on \_\_\_\_\_, \_\_\_\_\_ & \_\_\_\_\_ markets
- Growth: Build client base by \_\_\_\_\_ & \_\_\_\_\_; Retain by \_\_\_\_\_
- Initial Trial: Promote initial trial of products by \_\_\_\_\_, \_\_\_\_\_ & \_\_\_\_\_
- Workforce: Attract and retain key employees by \_\_\_\_\_, \_\_\_\_\_, & \_\_\_\_\_
- Technology: Use technology to \_\_\_\_\_, \_\_\_\_\_, & \_\_\_\_\_

## Plans

**Plans = Work or Tasks to be completed**  
**What are the 6 – 8 specific business building projects this business must successfully complete**

- Project 1: \_\_\_\_\_
- Project 2: \_\_\_\_\_
- Project 3: \_\_\_\_\_
- Project 4: \_\_\_\_\_