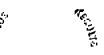
## The One Page Business Plan®

to (describe target customer)

**Company:** 



into a

Vision

Strategies

Plans

	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 = 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	
•	Positioning: Become nationally known for   Revenue Model: Generate revenues by   Markets/Customers: Focus on   Growth: Build client base by   &   growth: Build client base by   &   Base by   Base by   Revenue   Base by   Base by	
•	Markets/Customers: Focus on , & ma	irkets
•	Growth: Build client base by&; Retain by	
•	Initial Trial: Promote initial trial of products by,&	
•	Initial Trial: Promote initial trial of products by,&&	
•	Technology: Use technology to, &, &,	

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

successful (local, regional, int'l) (type of company)

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

providing (describe products/services)\_\_\_\_\_

Within the next years grow (company name)

© One Page Planning Company 2000 For add'l information on One Page Planning<sup>™</sup> products, systems workshops, or consulting visit website at www onepagenlanning com or call 510-222-0805 The One Page Business Plan<sup>®</sup> book is available at amazon com