**ONE-PAGE BUSINESS PLAN TEMPLATE**

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| **VALUE PROPOSITION** | **WHAT do we do?** | |  | *Describe the value you provide to your customers. What makes your product/service unique?* | | | |
| **HOW do we do it?** | |  | *How do you make your products/services unique?* | | | |
| **WHO do we serve?** | |  | *What does your ideal customer look like? Where are they located?* | | | |
| **WHY** | **DEFINE CUSTOMER PROBLEM** | |  | *Why does your customer need your product/service? What does your customer value?* | | | |
| **DEFINE SOLUTION PROVIDED** | |  | *Why is your product/service better that the alternatives?* | | | |
| **REVENUE** | **PRICING STRATEGY** | |  | *How much do you think you will sell and how much is it going to cost you to make your product or deliver your service?* | | | |
| **INCOME STREAMS** | |  | *Where will your sales come from? How will you generate revenue?* | | | |
| **MARKETING** | **CUSTOMER REACH STRATEGY** | |  | *What are your sales channels? How will you attract more customers?* | | | |
| **MARKETING TACTICS** | |  | *Social Media? Advertising? Trade Shows?* | | | |
| **COMPETITION** | **TOP COMPETITORS** | |  | *Who are they? Where are they located?* | | | |
| **OUR COMPETITIVE ADVANTAGE** | |  | *How are you different?* | | | |
| **METRICS** | **SUCCESS MILESTONE MARKER 1** | |  | *What is one of your major goals for the next 6 months? The next year? Sales target?* | | | |
| **SUCCESS MILESTONE MARKER 2** | |  | *Consider goals for number of customers (repeat customers), sales per month, positive cash flow.* | | | |
| **SWOT Analysis** |  | **INTERNAL FACTORS – characteristics within your business that are an advantage or disadvantage** | | | | | |
| **STRENGTHS ( + )** | | | |  |  | **WEAKNESSES ( – )** | |
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|  | **EXTERNAL FACTORS – external influences on your business – may include market trends, economy** | | | | | |
| **OPPORTUNITIES ( + )** | | | |  |  | **THREATS ( – )** | |
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[A close up of a logo

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