

One Page Business Plan

VISION:

- Your long-term overall vision for the business.

MISSION:

- Where do you want the business to be in 6 months, 1 year and 3 years?
- What are your business weak points?
- What needs to improve?

BUSINESS GOALS (these should be specific and measurable)

- A figure you're aiming to increase turnover, profit or sales to?
- A client bank size you're aiming for?
- A goal for your own income from the business?
- A level of staffing employment that you want to reach?

Strategies:

- What can you do to make all of the above happen? Eg. Provide exceptional customer service, increase word of mouth using social media, improve profitability, and increase business recommendations.

Action Plan

- Specific actions that you're going to take to follow up on your strategies. So, using the examples above – asking customers for feedback on your service so you can monitor how you're doing, setting up a twitter or FB account or blocking out specific time each week to spend on there. Reviewing business figures to minimise costs and increase profit.

IMPORTANT – Don't just fill this in then forget about it! Make a diary note to go back to it on a regular basis, to make sure you've done everything you set out to and that you're on track to achieve your goals. Use it as a reference document when you make decisions about your business. Is what you're doing getting you to where you need to be?

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