

One Page Business Plan

The aim is to have a short overview of your business goals. Update this plan as your business continues to grow

1

Your Business Introduction

What will you offer your customers?

What makes your business different from your competitors and substitutes?

Where will you sell from? Home/Store/Online

4

Your Marketing & Sales Network

How will customers learn about your business?

How will you encourage customers or friends/family to refer your business?

How will you encourage repeat customers?

2

Revenue Structure

What is the price range for your products?

How will you verify the pricing?

How will you get funding for your business?

5

Operations

What key business partners do you need? What will you offer these partners?

What key activities do you need to source, develop, and distribute your products/services?

How will you handle customer relationship? How will you train your workers?

3

Cost Structure

What is your initial investment budget? How much sales do you need to make to cover it?

What is your monthly marketing budget? How much sales do you need to cover to the cost?

What is your monthly business cost?

6

Your business success definition

Target Monthly Sales?

Target Annual Profit?

of Referrals?

of Referrals converted to customers?

of Monthly customers? % of Repeat customers?

Name

Your Business Name

What do you offer?

Reviewed with

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manage your inventory, send invoices - get paid all on Vencru

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