

The One Page Business Plan

GROW YOUR
BUSINESS



Your One Page Business Plan

Business Name:

Your Name:

Date:

Vision

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Mission Statement

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Core Values

1

2

3

4

5

Strengths

Your Business

Competitor

What are your Business advantages?

What are your core competencies?

What are you making the most money from?

What are you doing really well?

Weaknesses

Your Business

Competitor

What areas are you avoiding?

What resources do you lack?

What are you doing poorly?

Where are you losing money?

Opportunities

Your Business

Competitor

Beneficial trends?

Niches competitors are missing?

New technologies

New customer opportunities

Threats

Your Business

Competitor

Obstacles to overcome?

Aggressive competitors

Changing business climate?

Vulnerabilities?

Customer Retention Plan**1****2****3****4****5****Staff Retention Plan****1****2****3****4****5****Celebrate your success****1****2****3****4****5****3-5 Year Objectives****1****2****3****4****5****Financial**

Goal

Actual

*Nett Profit**Revenue**Gross Margin**Debtor Days***Sales Targets**

Goal

Actual

1**2****3****4****5****HR Goals****1****2****3****4****5****Systems Required****1****2****3****4****5****Action Plan****Action Plan****Action Plan****Action Plan**

The 1 page business plan

The 1 page business plan is a strategic plan designed as an easy tool to review on a daily business to keep the whole team on track. Everyone could have a copy in their workspace with their piece of the plan highlighted!

Instructions:

1. Vision

The vision should be inspiring and exciting to the whole team

2. Mission Statement

What is the purpose of your business? What are you there to do? What do you do in order to reach your vision.

3. Core Values

What are the must do's and must not do's in your business? This will identify the personality of the business and assist in recruitment.

Are they really important to you or just sound good?

4. Long term Objectives

Write down your 3-5 year objectives. Make the BHAGS – Big hairy audacious goals!

5. Customer retention Plan

Write down the 5 most important things you need to do to ensure your customers keep coming back

6. Staff retention Plan

Write down the 5 most important things you need to do to keep your team happy so you retain them

7. Celebrate your success

How and at what key milestones will you celebrate those successes with your team

8. Sales targets

Write up your sales targets for the year, actual year to date figure and this months goal. Complete action plan of who will do what to make it happen.

9. Systems required

What systems are required to meet your goals? Complete the action plan

10. Your People

What are your goals with your people? Staff retention, training days, personal development, recruitment? Complete the action plan.

11. Financial target

Write up your financial targets

As you work through these areas, make sure that everything you write is congruent with your vision, mission and core values.

Contact Details:

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