**Simple Business Plan Template (1-page)**

**BUSINESS IDEA**

What is your vision ?

What makes your vision different from what is already offered by other companies?

Why would customers believe your vision – what are the “Reasons to believe”?

Why will people want to buy your products/services instead of contiuning to do what they are doing now?

**TARGET CUSTOMERS**

Who will your customers be?   
*For consumers – demographics, preferences, styles, sex, household situation, etc  
For businesses – small or large, industry specialization, specific needs, etc*

What products are they using now to accomplish the goals you want to help them achieve?

What are their top pain points? (The answer should include survey or customer interview results)

What are their top desires and goals? (The answer should include survey or customer interview results)

**PRODUCT**

Which top customer desires and goals will you focus on helping with?

How will your product/service be tailored to help customers achieve these goals?

**MARKETING**

How will you get the word out? (online ads, online social, TV, print, direct mail, PR, etc)

What are your key marketing input goals (visits to your website, website signups, leads, etc).

**PROFIT**

How much will you charge? What are your margins? What is your P&L?

Example simple P&L

|  |  |  |
| --- | --- | --- |
| **Profit and Loss Statement** | **Last year** | **This year** |
| Products sold | 300,000 |  |
| Average price | $20 |  |
| **Revenues** | **$6,000,000** |  |
| Margins | 50% |  |
| Cost of good solds | $3,000,000 |  |
| Marketing costs | $1,000,000 |  |
| Research & development | $200,000 |  |
| Travel | $10,000 |  |
| Salaries & rent | $1,250,000 |  |
| Other costs | $200,000 |  |
| **Profit** | **$340,000** |  |
| **Net profit as % of revenues** | **5.7%** |  |

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