

A Cupcake



A Business Plan

**SHOWS OFF
PRODUCT & SERVICE
TO PUBLIC**

5 TACTICS
Specific combination of details that will be implemented.

Plan
BASE

4 STRATEGIES
Supports the objectives with how they will be achieved

3 OBJECTIVES
"Quality, not quantity."
Even though they are few in number, goals are critical.

2 INSIGHTS
Hold the plan together.

1 TARGET
Need to know as much as possible.