

# A Cupcake



# A Business Plan

**SHOWS OFF  
PRODUCT *or* 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.