

One Page Business Plan Template



Why Statement

Why do you want to start your business.

(E.g. I am passionate about bringing eco-friendly beauty products to Australians)



Goals

What are the goals for your business. Can include short & long term goals.

(E.g. Short term goal: Sell my eco-friendly products nationally)

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(E.g. Long-term goal: Sell my products internationally)

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Objectives

List the objectives to reach each goal for your business.

(E.g. Set up a website to sell my products)



SWOT Analysis

List the (S) Strengths (W) Weaknesses (O) Opportunities (T) Threats of your business.

(E.g. Strength: exclusive distributor)

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(E.g. Opportunities: market share)

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(E.g. Weakness: many eco-friendly products on the market)

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(E.g. Threats: competitors picking up the product to sell)

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Key Metrics

List the success factors for your business to be doing well.

(E.g. Making a profit in the first year)



Customers

Who are your target customers.

(E.g. Men and women who are interested in using eco-friendly beauty products)



Promotion

How will your business reach its customers.

(E.g. Word of mouth, social media)



Unique Value Proposition

How your business is unique and different from your competitor(s).

(E.g. My business will be an exclusive distributor for my eco-friendly products)



Start-up Costs

What are the costs that you will need to start your business.

(E.g. Office equipment, inventory costs, head count costs)



Funding

How will you fund the costs

(E.g. Speak to my bank about a business loan)



Profit/Sales

How will your business will drive profit or sales?

(E.g. By selling enough products to cover inventory costs)



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