




ONE-PAGE BUSINESS PLAN

COMPANY NAME:

 **Business Overview** (What product or service do you offer that will fill a need in the market?)

 **Objectives** (Describe your short-term and long-term business goals.)

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 **Experience** (Explain why your education, industry experience, work history, or perspective as a consumer makes you qualified.)

 **Target Market**

My target audience is: CONSUMERS | OTHER BUSINESSES

Demographics (age, income, lifestyle):

Why these consumers need/want my product or service:

Why they should buy from me instead of another business:

 **Competition**

	Competitor #1	Competitor #2	Competitor #3
Name			
Unique Selling Proposition			
Competitive Advantage			
Competitive Weakness			

 **Financial Summary**

Startup Costs	Ongoing Costs	Projected Revenue

 **Marketing Strategy**

Budget:

Competitor strategies to consider:

Competitor strategies to avoid: