

One page business plan

What's your business name?

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What's your short term goal?

Eg. To generate income of \$150k in year one.

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What's your long term goal?

Eg. To build a business for sale within 5 years.

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GOALS

What's your product/service?

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Who is your target market? What is the problem your product/service solves for them?

List 3

Who will buy it?

Why will they buy it?

Who will buy it?	Why will they buy it?

PRODUCT

What resources do you need to produce your product/service?

Eg. Raw materials, workshop space, staff...

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How will you obtain these resources?

Eg. Credit purchase, lease

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OPERATIONS

Who is your competition? What advantages do you have over the competition?

List 3 selling points

Competitors

Advantages

Competitors	Advantages

SALES & MARKETING

How will you convince customers to buy?

List 3 selling points



Revenue

Product/Service	Price	x	Number of jobs/ customers per year	=	Revenue
e.g New baby gift basket	\$150	x	100	=	\$15,000

Total Revenue

← This figure

Direct Costs

Product	Cost	x	Amount purchased	=	Direct Costs
e.g Soft toy teddy bear	\$30	x	100	=	\$3,000

Total Direct Costs

← minus this figure

Overhead expenses

Expense item	Cost	x	Interval	=	Expenses
Eg rent per month	200	x	12	=	\$2,400
Salaries					
Superannuation					
Rent					
Insurance					

Total overhead expenses

← minus this figure

Bottom Line

Net Profit (total revenue minus total direct costs minus total overhead expenses)	
Less tax (estimate at 30%)	
Net Profit after Tax	

← equals this figure

