






The One Day Business Plan™ Worksheet

Summarize your business vision, company goals, marketing strategies, financial objectives, and support plans:

<p>Business VISION</p> <p>What do you want your company to be?</p> <p>Why is “now” the “right time” to start your company?</p>	 Vision Why now?	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Company GOALS</p> <p>How will you achieve your vision?</p> <p>What is your central purpose or mission?</p> <p>What do you promise your customers?</p>	 G1 G2 G3 G4 Mission Statement Brand Promise	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Marketing STRATEGIES</p> <p>How will you grow your business? What works in the industry?</p> <p>How will you reach customers?</p> <p>What opportunities exist?</p>	 S1 S2 S3 S4 Marketing Approach SWOT Analysis	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Financial OBJECTIVES</p> <p>What must you accomplish after one year of operation?</p> <p>How will you know goals are being met?</p> <p>How will you measure your success?</p>	 O1 O2 O3 O4 Sales Revenue Profitability Market Share Key PI's	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Support ACTION PLANS</p> <p>What specific actions are you taking to achieve your vision?</p> <p>When will key projects be completed?</p> <p>How much will each project cost?</p>	 A1 A2 A3 A4 Primary Project Main Tasks	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>