

# One-Page Business Plan Template

## Business Identity

<b>Mission</b> What is the core purpose of your business?	
<b>Vision</b> What does long-term success (three to five years) look like?	
<b>Core Offering</b> What product or service do you provide?	
<b>Target Segments</b> Who are your primary customer types or markets?	

## Milestones and Metrics: Quarterly Goals

<b>Q1</b>	
<b>Q2</b>	
<b>Q3</b>	
<b>Q4</b>	

## Strategy and Execution

<b>Customer Problem</b> What key challenge or pain point does your customer face?	
<b>Solution &amp; Value Proposition</b> How does your business solve that problem better than others?	
<b>Revenue Model</b> Describe your pricing approach and how you generate revenue.	
<b>Marketing Channels</b> Which platforms or methods will you use to reach customers?	
<b>Sales Approach</b> How will you convert interest into sales?	

## Key Performance Indicators (KPIs)


## Success Markers


## Situational Analysis (SWOT)

<b>Internal Factors</b>	
<b>Strengths</b>	
<b>Weaknesses</b>	
<b>External Factors</b>	
<b>Opportunities</b>	
<b>Threats</b>	

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