






ONE DAY BUSINESS PLAN WORKSHEET

YOUR VISION What do you want your business to be? What is your central purpose or <i>mission</i> ? What do you <i>promise</i> your customers?	 Vision Mission Statement Brand Promise	<hr/> <hr/> <hr/>
YOUR GOALS How will you achieve your vision? <i>Goals eg: "be top supplier of...", "Develop fastest production facilities...", "Achieve strong reserves..."</i>	 Serving Customers Internal procedures With employees In finances	<hr/> <hr/> <hr/> <hr/>
MARKETING STRATEGIES How will you grow your business (what's others doing?) How will you reach your customers? What is the SWOT of your market, product/service?	 Strategies Marketing approach SWOT Analysis	<hr/> <hr/> <hr/>
OBJECTIVES What must you accomplish in each goal after 1 year of trading? <i>Objectives eg: "Get 5 customers of \$10,000 each", "Achieve gross profit of 40%"</i> How will you know your goals are being met? What will be your key performance indicators?	 Objectives Measures KPI's	<hr/> <hr/> <hr/>
ACTION PLANS What SMART actions will you take to achieve objectives? When will you complete each action? What will be the cost of each action?	 Specific Actions Measurable Outcomes Achievable targets Result not process oriented Time deadlines	<hr/> <hr/> <hr/>