

**The One-Page Business Plan**Answer each question with one or two short sentences.

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| **Overview** | **Marketing strategy** |
| (of the sections you have completed below) |  |
| **Business Description** | How can you encourage referrals |
| What product of service will you sell?Click or tap here to enter text. | Click or tap here to enter text. |
| What will make customers choose your product or service rather than your competitors?Click or tap here to enter text. | How much will you spend on marketing?Click or tap here to enter text. |
| What is your unique selling point?Click or tap here to enter text. | **Costs and Pricing** |
| **Market description** | What will you need to start your business and how much will it cost?Click or tap here to enter text. |
| What are the current trends in your chosen market/industry?Click or tap here to enter text. | How and when will you get paid?Click or tap here to enter text. |
| Who will buy your product or service and why?Click or tap here to enter text. | What will you charge for your product or service?Click or tap here to enter text. |
| Who are your competitors?Click or tap here to enter text. | **Financial Forecast** |
| **Business Owner or Team Experience** | How many products will you sell/how many customers will buy your service?Click or tap here to enter text. |
| What are your skills/experience/interests related to the business idea you have chosen?Click or tap here to enter text. | When you deduct your costs how much profit will the business make?Click or tap here to enter text. |