

One-Page Business Plan Template for a Product Business

This template is suitable for business that sell products.

Business Plan for <i>Company Name</i> at: <i>Date</i>	
Address _____ Phone _____ Email _____	
Vision	<p>This section should articulate your hopes and dreams for the business (see How to write a vision statement for your business). For example:</p> <ul style="list-style-type: none"> • <i>What is your grand plan and what do you see this business becoming?</i> • <i>How do you plan to grow the business and to what degree? (e.g. hire employees, open up a second restaurant or manufacturing plant, purchase new equipment and machinery to increase productivity, go public and sell shares on a stock exchange, etc.)</i> • <i>Do you eventually plan to sell the business, or retire and have your children take over?</i>
Business Overview (or Mission)	<p>The business overview (or mission) should describe how you intend to achieve your vision. For example:</p> <ul style="list-style-type: none"> • <i>What products will you be selling?</i> • <i>What is your target market (who will buy your products)?</i> • <i>How will your product offerings address the needs of the customers?</i> • <i>How will you sell your products (e.g. online, storefront, etc.)?</i> • <i>How will you deliver your products (e.g. shipped, over the counter, served, etc.)?</i>
Pricing Strategy	<p>Demonstrate how your business will be profitable by summarizing your projected revenue from product sales minus your expenses:</p> <ul style="list-style-type: none"> • <i>How much will you charge for your products?</i> • <i>Briefly describe how your product quality and/or competitive pricing will lure customers from rival businesses but be sufficient to generate a profit after subtracting manufacturing costs and expenses.</i> <p>See Breakeven Analysis and Pricing Strategies to Increase Profitability.</p>
	Briefly outline the marketing plan for your products:

Advertising and Promotion	<ul style="list-style-type: none"> • How will you advertise your products to attract customers? (e.g. storefront, business website, email, social media, newspapers). Will you use sales promotional methods such as free samples, product demonstrations, price discounts, etc.? • What marketing materials will be used (business cards, flyers, brochures, etc.)? • What about customer feedback with digital or printed surveys, social media, and referrals?
Objectives	<p>List your objectives and metrics for success by time frame, as well as potential questions or challenges. For example:</p> <ul style="list-style-type: none"> • Sell 500 units of product by year end • Gain 2 major customers within the first 6 months of operation • Have an average of 50 percent occupancy rate in your restaurant within 3 months of opening • Earn a net income of \$30,000 for the first fiscal year, \$50,000 by the 3rd fiscal year <p>List any obstacles that may prevent you from achieving your objectives, for example:</p> <ul style="list-style-type: none"> • Suppliers not able to deliver sufficient product • Construction delays to renovations on the premises
Action Plans	<p>Briefly describe the action items needed to achieve your objectives, using milestone dates. For example:</p> <ul style="list-style-type: none"> • By "date" business premises chosen and lease signed • By "date" renovations to business premises completed • By "date" contracts with suppliers and wholesalers negotiated and signed • By "date" qualified employee hired • By "date" launch business website with description of products and price list • By "date" social media marketing plan in place and potential customers connected via Facebook and LinkedIn • By "date" point of sale system acquired, customized, and installed • By "date" products acquired and stocked • By "date" employee training completed