

One-Page Business Plan Template for a Service Business

This template is suitable for emerging and small businesses that provide services. For a one-page plan, the answers to questions should be one or two sentences at most.

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 are you building?</i>• <i>What do you see this business becoming (in x years)?</i>• <i>How do you plan to grow the business and to what degree? (e.g. hire employees, open up branch outlets, take the business public, etc.)</i>• <i>Do you eventually plan to sell the business for profit or to provide money for your retirement?</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 service(s) will you provide?</i>• <i>What is your target market (who will buy your services)?</i>• <i>How will your service offerings address the needs of the customers (e.g. what is your unique selling proposition)?</i>• <i>How will you provide your services (e.g. online, home business, brick and mortar, etc.)?</i>		
Pricing Strategy	<p>The pricing strategy section needs to demonstrate how your business will be profitable. Summarize your projected revenue and expenses:</p> <ul style="list-style-type: none">• <i>How much will you charge for your services?</i>• <i>Briefly describe how your pricing will be competitive enough to attract customers but be high enough to generate a profit after subtracting expenses. See Breakeven Analysis and Pricing Strategies to Increase Profitability.</i>		
Advertising and Promotion	<p>This section describes how you intend to get the word out to customers about your services. For example:</p>		

	<ul style="list-style-type: none"> • What are the most efficient ways to market your services? (e.g. <u>business website</u>, email, <u>social media</u>, newspapers). Will you use <u>sales promotional</u> methods such as pricing discounts for new customers, etc.? • What marketing materials will be used (<u>business cards</u>, <u>flyers</u>, <u>brochures</u>, etc.)? What about <u>referrals</u>?
Objectives	<p>This section lists 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"> • Capture 20 percent of the local market share by year end • Gain 5 steady customers in the first 6 months of operation • Earn a net income of \$50,000 for the first fiscal year <p>List any obstacles or concerns, for example:</p> <ul style="list-style-type: none"> • Winter season and/or poor spring weather reduces demand for landscaping services
Action Plans	<p>Briefly describe the action items needed to achieve your objectives, using milestone dates. For examples:</p> <ul style="list-style-type: none"> • By "date" a fully-equipped <u>home office</u> will be completed • By "date" business licenses and <u>insurance</u> acquired • By "date" purchase of delivery van negotiated with dealer • By "date" launch <u>business website</u> with description of services and price list • By "date" <u>social media marketing plan</u> in place and potential customers connected via Facebook and <u>LinkedIn</u> • By "date" subscribed to cloud-based <u>accounting software</u> and setup customer invoice templates <p>Describe possible solutions for any potential obstacles</p> <ul style="list-style-type: none"> • If landscaping services cannot be delivered due to weather look into providing other services, such as snow clearing or tree pruning