

## 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 _____
<b>Vision</b>	<p>This section should articulate your hopes and dreams for the business (see <a href="#">How to write a vision statement for your business</a>). For example:</p> <ul style="list-style-type: none"> <li>• • <i>What are you building?</i></li> <li>• • <i>What do you see this business becoming (in x years)?</i></li> <li>• • <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></li> <li>• • <i>Do you eventually plan to <a href="#">sell the business for profit</a> or to provide money for your retirement?</i></li> </ul>	
<b>Business Overview (or Mission)</b>	<p>The business overview (or <a href="#">mission</a>) should describe how you intend to achieve your vision. For example:</p> <ul style="list-style-type: none"> <li>• • <i>What service(s) will you provide?</i></li> <li>• • <i>What is your <a href="#">target market</a> (who will buy your services)?</i></li> <li>• • <i>How will your service offerings address the needs of the customers (e.g. what is your <a href="#">unique selling proposition</a>)?</i></li> <li>• • <i>How will you provide your services (e.g. <a href="#">online</a>, <a href="#">home business</a>, brick and mortar, etc.)?</i></li> </ul>	
<b>Pricing Strategy</b>	<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"> <li>• • <i>How much will you charge for your services?</i></li> <li>• • <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 <a href="#">Breakeven Analysis</a> and <a href="#">Pricing Strategies to Increase Profitability</a>.</i></li> </ul>	
<b>Advertising and Promotion</b>	<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"> <li>• <i>What are the most efficient ways to market your services? (e.g. <a href="#">business website</a>, email, <a href="#">social media</a>, newspapers). Will you use <a href="#">sales promotional</a> methods such as pricing discounts for new customers, etc.?</i></li> <li>• <i>What marketing materials will be used (<a href="#">business cards</a>, flyers, <a href="#">brochures</a>, etc.)? What about <a href="#">referrals</a>?</i></li> </ul>
<b>Objectives</b>	<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"> <li>• <i>Capture 20 percent of the local market share by year end</i></li> <li>• <i>Gain 5 steady customers in the first 6 months of operation</i></li> <li>• <i>Earn a net income of \$50,000 for the first fiscal year</i></li> </ul> <p>List any obstacles or concerns, for example:</p> <ul style="list-style-type: none"> <li>• <i>Winter season and/or poor spring weather reduces demand for landscaping services</i></li> </ul>
<b>Action Plans</b>	<p>Briefly describe the action items needed to achieve your objectives, using milestone dates. For examples:</p> <ul style="list-style-type: none"> <li>• <i>By "date" a fully-equipped <a href="#">home office</a> will be completed</i></li> <li>• <i>By "date" business licenses and <a href="#">insurance</a> acquired</i></li> <li>• <i>By "date" purchase of delivery van negotiated with dealer</i></li> <li>• <i>By "date" launch <a href="#">business website</a> with description of services and price list</i></li> <li>• <i>By "date" <a href="#">social media marketing plan</a> in place and potential customers connected via Facebook and <a href="#">LinkedIn</a></i></li> <li>• <i>By "date" subscribed to cloud-based <a href="#">accounting software</a> and setup customer invoice templates</i></li> </ul> <p>Describe possible solutions for any potential obstacles</p> <ul style="list-style-type: none"> <li>• <i>If landscaping services cannot be delivered due to weather look into providing other services, such as snow clearing or tree pruning</i></li> </ul>