






# The One Day Business Plan™ Worksheet

Summarize your business vision, company goals, marketing strategies, financial objectives, and support plans:

<p><b>Business VISION</b></p> <p><b>What</b> do you want your company to be?</p> <p><b>Why</b> is “now” the “right time” to start your company?</p>	 <p>Vision</p> <p>Why now?</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p><b>Company GOALS</b></p> <p><b>How</b> will you achieve your vision?</p> <p><b>What</b> is your central purpose or mission?</p> <p><b>What</b> do you promise your customers?</p>	 <p>G1</p> <p>G2</p> <p>G3</p> <p>G4</p> <p>Mission Statement</p> <p>Brand Promise</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p><b>Marketing STRATEGIES</b></p> <p><b>How</b> will you grow your business? What works in the industry?</p> <p><b>How</b> will you reach customers?</p> <p><b>What</b> opportunities exist?</p>	 <p>S1</p> <p>S2</p> <p>S3</p> <p>S4</p> <p>Marketing Approach</p> <p>SWOT Analysis</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p><b>Financial OBJECTIVES</b></p> <p><b>What</b> must you accomplish after one year of operation?</p> <p><b>How</b> will you know goals are being met?</p> <p><b>How</b> will you measure your success?</p>	 <p>O1</p> <p>O2</p> <p>O3</p> <p>O4</p> <p>Sales Revenue</p> <p>Profitability</p> <p>Market Share</p> <p>Key PI's</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p><b>Support ACTION PLANS</b></p> <p><b>What</b> specific actions are you taking to achieve your vision?</p> <p><b>When</b> will key projects be completed?</p> <p><b>How</b> much will each project cost?</p>	 <p>A1</p> <p>A2</p> <p>A3</p> <p>A4</p> <p>Primary Project</p> <p>Main Tasks</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>