

# Business Planning in One Page

## Products/Services

What do you plan to sell?  
Where?  
Pricing Strategy?  
What need or problem does your product/service address?

## Industry

How do firms typically market themselves? Location, advertising, website?  
Is cyclical cash flow management an issue? Is regulation pending?  
What keeps manager up at night?  
Industry trends? Niches?

## Market

Who is your target market?  
What competition is present?  
Where will you locate? Why?  
What is your marketing and sales strategy?

## Budget

### How much \$\$ will you need?

- Inventory
- Equipment
- Deposits

### How much will it cost?

- Suppliers/Dealers
- Utilities
- Internet

## Operations

What are the key positions to accomplish business operations?  
What are the qualifications of key personnel?  
Compensation and incentives for personnel?  
Organizational chart?