

# One Page Strategic Business Plan

<INSERT BUSINESS NAME>

<b>Business Purpose</b> <i>why you exist</i>	<b>VISION</b> <insert>		<b>MISSION</b> <insert>
<b>Situational Analysis</b> <i>important external and internal factors</i>	<b>INDUSTRY OPPORTUNITY</b> Key industry trends: <insert> <insert> <insert> External influences: <insert> <insert> <insert>		<b>COMPANY ABILITY</b> What we do well: <insert> <insert> <insert> What competitors do better: <insert> <insert> <insert>
	<b>MARKET NEED</b> Target market segment: <insert> Core needs/problems: <insert> <insert> <insert>		<b>BUSINESS POSITION</b> Customers/People: <insert # / stats> Financial performance: <\$\$ insert revenue> <\$\$ insert net profit>
<b>Business Priorities</b> <i>what's most important</i>	1. <insert>	2. <insert>	3. <insert>
<b>Future Goal</b> <i>core long term desired result</i>	In 10 years, the company will achieve: <insert>		
<b>Business Objectives</b> <i>the results you want to achieve in 1-3 years</i>	1. <insert>	2. <insert>	3. <insert>
<b>Strategies</b> <i>management decisions to achieve the objectives</i>	1.1 - <insert>  1.2 - <insert>  1.3 - <insert>	2.1 - <insert>  2.2 - <insert>  2.3 - <insert>	3.1 - <insert>  3.2 - <insert>  3.3 - <insert>

For support completing this document, please see: [Our One Page Business Plan Guide: www.benchmarking.com.au/one-page-business-plan-template](http://www.benchmarking.com.au/one-page-business-plan-template)