



One Page Business Plan Template

NOW SWOT of the present situation		COMPANY LOGO	WHERE & WHY Your Vision, Mission, Values & SCA		
Strengths			Vision (Where the destination)		
Opportunities			Mission (Why go on this journey)		
Weakness			Core Values (How you will behave)		
Threats			<i>Define a Unique Value proposition, Brand Promise and Sustainable Competitive Advantage</i>		
WHAT Are the Critical 5 Goals /Objectives/milestones (a vital few)		Key Performance Indicator (KPI) What gets measured gets done	The Target for each goal	When is it due	
1					
2					
3					
4					
5					

HOW – Key Goals / Objectives/milestone (from the WHAT section above)		HOW – list Strategy and Actions required to execute strategies		By WHEN	By WHO
1		1.1			
		1.2			
		1.3			
2		2.1			
		2.2			
		2.3			
3		3.1			
		3.2			
		3.3			
4		4.1			
		4.2			
		4.3			
5		5.1			
		5.2			
		5.3			