

One Page Business Plan

<p>Company Name</p>	
<p>Company Address & Contact Details</p>	
<p>Mission Statement (In 1 sentence, what is your business setting out to do?)</p>	
<p>Business Objectives (e.g. what you will sell, who your customers are and the features of your business that will make it successful).</p>	
<p>Financial Strategy (including start-up costs, overhead costs, what you will charge for your cupcakes, how you will get paid and/or pay others, your projected profits/losses and information on how you will fund the project from the start).</p>	
<p>Marketing Strategy (e.g. planned advertising, promotions, customer service policy etc).</p>	
<p>Monitoring Success (what will your milestones be? How will you know when the business is doing well? E.g. number of customers, total sales, net profit).</p>	
<p>Potential Problems & Solutions (what are the risks and how will you overcome them?)</p>	