

One Page Business Plan

Company Name:	
Company Address and Contact Details:	
Mission Statement: → (In 1 sentence, what is your business setting out to do?)	
Business Objectives: → (e.g. what you will sell, who your customers are and the features of your business that will make it successful).	
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).	
Marketing Strategy: → (e.g. planned advertising, promotions, customer service policy etc).	
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.)	
Potential Problems and Solutions: → (what are the risks and how will you overcome them?)	