

SIMPLE SMALL BUSINESS PLAN TEMPLATE

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1 – 2 sentence max per response

| | | |
|------------------|------------------|--|
| WHAT + HOW + WHO | WHAT do we do? | |
| | HOW do we do it? | |
| | WHO do we serve? | |

| | | |
|-----|--------------------------|--|
| WHY | DEFINE CUSTOMER PROBLEM | |
| | DEFINE SOLUTION PROVIDED | |

| | | |
|---------|------------------------------|--|
| REVENUE | PRICING + BILLING STRATEGIES | |
| | INCOME STREAMS | |

| | | |
|-----------|------------------------------|--|
| MARKETING | CUSTOMER REACH STRATEGY | |
| | REFERRAL GENERATION STRATEGY | |

| | | |
|-------------|---------------------------|--|
| COMPETITION | TOP COMPETITORS | |
| | OUR COMPETITIVE ADVANTAGE | |

| | | |
|---------|----------------------------|--|
| METRICS | SUCCESS MILESTONE MARKER 1 | |
| | SUCCESS MILESTONE MARKER 2 | |

| | | |
|-----------------------------|-------------------------|-------------------------|
| SITUATIONAL ANALYSIS (SWOT) | INTERNAL FACTORS | |
| | STRENGTHS (+) | WEAKNESSES (-) |
| | | |
| | | |
| | | |
| | | |
| EXTERNAL FACTORS | | |
| OPPORTUNITIES (+) | THREATS (-) | |
| | | |
| | | |
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