

# 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 ( - )	

## **DISCLAIMER**

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