One page
Lean business plan

1. What you're doing

[Enter text – the main products and/or services your business offers, so it's clear for anyone outside your industry to understand what you do. Try not to use any jargon. If it helps, explain what you'd do in a typical week.]

2. How you will do it

[Enter text – the way you will implement your business. You could be a retailer and have a great location, sell by commission, sell online, contract with larger businesses, go direct to customers, work from home, manufacture and sell to wholesalers, be the wholesaler, import, export etc. How your business will get money in.]

3. Why it will work

[Enter text – your main reason why you think the business will succeed. This is your key competitive advantage, or unique selling point, or unfair advantage. Whatever you think will ensure your business is a success and to beat the competition.]

4. Create barriers of entry

[Enter text – what have you planned to stop the competition from either entering your market or trying to steal your customers.]

5. Getting the money

[Enter text – outline how much money you need to start, how much money you have, and then if there is a gap you need to fill. Outline where this money is coming from.]

6. Finding customers

[Enter text – describe who you will target, and how you will create awareness to acquire them as a customer, and your tactics to keep them as customers.]

7. Making money

[Enter text – identify how you intend to make a profit, and your break-even point. Describe how you intend to scale your business.]

8. Unavoidable rules

[Enter text – what are the key rules, regulations, or laws that you need to comply with. Outline how you've covered these.]

9. The future

[Enter text – outline a brief vision of your goals and where you see your business going and the opportunities ahead, for example new products, expand geographically, improve delivery, franchise, more funding to increase capacity, or something else.]

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