

Your One-Page BUSINESS PLAN



BUSINESS OVERVIEW



BUSINESS DETAILS

Business name

{Enter the legal or registered name of your business}

Trading name {Enter the name of your business that you use with customers}

Established {Enter the date you first began trading}

Structure {For example, Sole Trader, Partnership, Company}

Date registered {Enter date you first registered with Companies Office, if applicable}

NZBN {Enter your New Zealand Business Number, IA}



MARKET RESEARCH SUMMARY



MARKETING STRATEGY AND BUDGET

Product

Price

Place

Promotion



GOAL/MISSION/STRATEGY

TASK: FILL IN THE FOLLOWING DETAILS:

Contact details: _____

Contact name: _____

Mobile: _____

Email: _____

Physical address: _____

Online/social media: _____

Website: _____

LinkedIn: _____

Facebook: _____

Instagram: _____

YouTube: _____

Target market/Size: _____

Customer Mindsets & Behaviour: _____

Where can you find them? _____

Market analysis: _____

Competitor Analysis: _____

Opportunities: _____

Market Structure: _____



CREATE A BUDGET SPREADSHEET

Type of revenue	First year	Second year	Third year
Income/Sales			
Investment/funding			
Total minus expenses - ie NET profit:			