**One-Page Business Plan Template for a Product Business**

This template is suitable for businesses that sell products, such as food services, beauty products, and bike shops. For a one-page plan, the answers to questions should be one or two sentences.

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|  | Business Plan for *Company Name* at: *Date*  **Address *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*Phone *\_\_\_\_\_\_\_\_\_\_\_*Email *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*** |
| **Vision** | This section should articulate your hopes and dreams for the business. You can write a [vision statement](https://www.thebalancesmb.com/how-to-write-a-vision-statement-2947992). For example:  *What is your grand plan and what do you see this business becoming?*  *How do you plan to grow the business and to what degree? For example, do you plan to hire employees, open up a second restaurant or manufacturing plant, purchase new equipment and machinery to increase productivity, or go public and sell shares on a stock exchange?*  *Do you eventually plan to sell the business, or*[*retire and have your children take over*](https://www.thebalancesmb.com/tips-for-successful-family-business-succession-planning-2947038)*?* |
| **Business Overview (or Mission)** | The business overview or [mission](https://www.thebalancesmb.com/mission-statement-2947996) should describe how you intend to achieve your vision. For example:  *What products will you be selling?*   *What is your*[*target market*](https://www.thebalancesmb.com/target-marketing-2948355)—*who will buy your products?*  *How will your product offerings address the needs of customers?*  *How will you sell your products*—*online or storefront?*  *How will you deliver your products? For example, will they be shipped, sold over the counter, or delivered personally?* |
| **Pricing Strategy** | Demonstrate how your business will be profitable by summarizing your projected revenue from product sales minus your expenses:  *How much will you charge for your products?*  *Briefly describe how your product quality and competitive pricing will lure customers from rival businesses but be sufficient to generate a profit after subtracting manufacturing costs and expenses.*  Consider [breakeven analysis](https://www.thebalancesmb.com/breakeven-analysis-2947266) and [pricing strategies](https://www.thebalancesmb.com/retail-pricing-strategies-2890279). |
| **Advertising and Promotion** | Briefly outline the marketing plan for your products:  *How will you*[*advertise your products*](https://www.thebalancesmb.com/small-business-advertising-ideas-2947892)*to attract customers? For example through a storefront,*[*business website*](https://www.thebalancesmb.com/how-to-create-a-small-business-website-that-works-2947218)*, email,*[*social media*](https://www.thebalancesmb.com/how-to-create-a-social-media-plan-2948529)*, or newspapers.*  *Will you use*[*sales promotional*](https://www.thebalancesmb.com/business-promotion-definition-2947189)*methods such as free samples, product demonstrations, and price discounts?*  *What marketing materials will be used*—[*business cards*](https://www.thebalancesmb.com/business-cards-2947923)*, flyers,or*[*brochures*](https://www.thebalancesmb.com/brochures-5-tips-for-a-great-brochure-1794595)*?*  *What about customer feedback with digital or printed surveys, social media, and*[*referrals*](https://www.thebalancesmb.com/how-to-ask-for-referrals-and-get-more-clients-2948438)*?* |
| **Objectives** | List your objectives and metrics for success by time frame, as well as potential questions or challenges. For example:  *Sell 500 units of product by year end.*  *Gain two major customers within the first six months of operation.*  *Have an average 50% occupancy rate in your restaurant within three months of opening.*  *Earn a net income of $30,000 for the first fiscal year, and $50,000 by the third fiscal year.*  List any obstacles that may prevent you from achieving your objectives, for example:  *Suppliers not able to deliver sufficient product*  *Construction delays involving renovations on the premises* |
| **Action Plans** | Briefly describe the action items needed to achieve your objectives, using milestone dates. For example:  *By "date" business*[*premises chosen and lease signed*](https://www.thebalancesmb.com/should-your-business-lease-or-purchase-commercial-space-2948304)  *By "date" renovations to business premises completed*  *By "date" contracts with suppliers and*[*wholesalers*](https://www.thebalancesmb.com/what-is-a-wholesaler-2948311)*negotiated and signed*  *By "date"*[*qualified employee hired*](https://www.thebalancesmb.com/top-ways-to-attract-quality-employees-2948197)  *By "date" purchase of delivery van negotiated with dealer*  *By "date" launch*[*business website*](https://www.thebalancesmb.com/reasons-small-business-website-2948414)*with description of products and price list*  *By "date"*[*social media marketing plan*](https://www.thebalancesmb.com/how-to-create-a-social-media-plan-2948529)*in place and potential customers connected via Facebook and*[*LinkedIn*](https://www.thebalancesmb.com/harness-power-of-linkedin-1794571)  *By "date" point of sale system acquired, customized, and installed*  *By "date" products acquired and stocked*  *By "date" employee training completed*  *By "date" premises open for business*  List any obstacles or concerns and how you intend to overcome them. For example:  *In case wholesale supplier A is unable to deliver sufficient product, sign contracts with backup suppliers.*  *Be prepared to delay opening if renovations to the premises are not completed on time, or open and continue construction after business hours.* |
| **Capital Needs** | How much money will it take to get started or to adapt your business model? Equipment Costs? Payroll? |
| **Site Selection** | Please identify your preferred business location. |
| **Request** | What resources do you need? In which area do you need assistance?  Capital/Loans/Grants, Compliance/Regulatory Clarity, Marketing/Sales, Workforce Recruitment |