One-Page Business Plan Template for a Product Business

This template is suitable for business that sell products, such as food services, beauty products, bike shops, etc.

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| Business Plan for *Company Name* at: *Date*  **Address *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*Phone *\_\_\_\_\_\_\_\_\_\_\_*Email *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*** |

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| 1. **Vision** | This section should articulate your hopes and dreams for the business (see [How to write a vision statement for your business](https://www.thebalance.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? (e.g. hire employees, open up a second restaurant or manufacturing plant, purchase new equipment and machinery to increase productivity, go public and sell shares on a stock exchange, etc.)* * **·***Do you eventually plan to sell the business, or*[*retire and have your children take over*](https://www.thebalance.com/tips-for-successful-family-business-succession-planning-2947038)*?* |
| 1. **Business Overview (or Mission)** | The business overview (or [mission](https://www.thebalance.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.thebalance.com/target-marketing-2948355)*(who will buy your products)?* * **·***How will your product offerings address the needs of the customers?* * **·***How will you sell your products (e.g. online, storefront, etc.)?* * **·***How will you deliver your products (e.g. shipped, over the counter, served, etc.)?* |
| 1. **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/or competitive pricing will lure customers from rival businesses but be sufficient to generate a profit after subtracting manufacturing costs and expenses. See*[*Breakeven Analysis*](https://www.thebalance.com/breakeven-analysis-2947266)*and*[*Pricing Strategies to Increase Profitability*](https://www.thebalance.com/retail-pricing-strategies-2890279)*.* |
| 1. **Advertising and Promotion** | Briefly outline the marketing plan for your products:   * **·***How will you*[*advertise your products*](https://www.thebalance.com/small-business-advertising-ideas-2947892)*to attract customers? (e.g. storefront,*[*business website*](https://www.thebalance.com/how-to-create-a-small-business-website-that-works-2947218)*, email,*[*social media*](https://www.thebalance.com/how-to-create-a-social-media-plan-2948529)*, newspapers). Will you use*[*sales promotional*](https://www.thebalance.com/business-promotion-definition-2947189)*methods such as free samples, product demonstrations, price discounts, etc.?* * **·***What marketing materials will be used (*[*business cards*](https://www.thebalance.com/business-cards-2947923)*, flyers,*[*brochures*](https://www.thebalance.com/brochures-5-tips-for-a-great-brochure-1794595)*, etc.)?* * **·***What about customer feedback with digital or printed surveys, social media, and*[*referrals*](https://www.thebalance.com/how-to-ask-for-referrals-and-get-more-clients-2948438)*?* |
| 1. **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 2 major customers within the first 6 months of operation* * **·***Have an average of 50 percent occupancy rate in your restaurant within 3 months of opening* * **·***Earn a net income of $30,000 for the first fiscal year, $50,000 by the 3rd fiscal year*   List any obstacles that may prevent you from achieving your objectives, for example:   * **·***Suppliers not able to deliver sufficient product* * **·***Construction delays to renovations on the premises* |
| 1. **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.thebalance.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.thebalance.com/what-is-a-wholesaler-2948311)*negotiated and signed* * **·***By "date"*[*qualified employee hired*](https://www.thebalance.com/top-ways-to-attract-quality-employees-2948197) * **·***By "date" purchase of delivery van negotiated with dealer* * **·***By "date" launch*[*business website*](https://www.thebalance.com/reasons-small-business-website-2948414)*with description of products and price list* * **·***By "date"*[*social media marketing plan*](https://www.thebalance.com/how-to-create-a-social-media-plan-2948529)*in place and potential customers connected via Facebook and*[*LinkedIn*](https://www.thebalance.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 anyway and continue construction after business hours* |