

Business Planning in One Page

ASBTDC

ARKANSAS SMALL BUSINESS AND
TECHNOLOGY DEVELOPMENT CENTER

Products/Services

What do you plan to sell?
Where?
What need/problem does your product/service address?
Pricing strategy

Industry

How do businesses in this industry market themselves?
Location, advertising, website
Is cyclical cash flow management an issue?
Is regulation pending?
What are the industry trends? Niches?
What keeps managers up at night?

Market

Who is your target market?
What competition is present?
Where will you locate? Why?
What is your marketing and sales strategy?

Budget

How much \$\$ will you need? (Consider inventory, equipment, deposits, etc.)
How much are ongoing costs (Utilities, suppliers, etc.)?

Operations

What are the key positions to accomplish business operations?
What are the qualifications of key personnel? Compensation and incentives for personnel?
Organizational chart