

# ONE-PAGE SMALL BUSINESS PLAN

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## BUSINESS OVERVIEW

OUR VISION	
OUR MISSION	
THE SERVICE WE PROVIDE	

## MARKET ANALYSIS

WHO WE ARE TARGETING	
THE PROBLEM WE ARE SOLVING	
OUR COMPETITORS	
OUR COMPETITIVE ADVANTAGE	

## MARKETING AND SALES PLAN

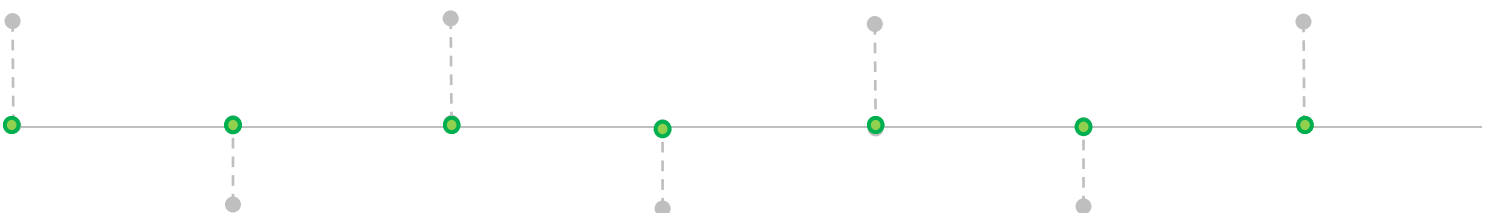
MARKETING CHANNELS	
MARKETING MATERIALS	
CUSTOMER INCENTIVES referrals, discounts, etc.	
STAFF REQUIREMENTS / TRAINING	

## KEY OBJECTIVES AND SUCCESS METRICS

objectives we plan to achieve in a given time frame and how we will measure them

1	
2	
3	

## TIMELINE OF MILESTONES





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