

One Page Business Plan

Company Name	
Company Address & Contact Details	
Mission Statement (In 1 sentence, what is your business setting out to do?)	
Business Objectives (e.g. what you will sell, who your customers are and the features of your business that will make it successful).	
Financial Strategy (including start-up costs, overhead costs, what you will charge for your cupcakes, how you will get paid and/or pay others, your projected profits/losses and information on how you will fund the project from the start).	
Marketing Strategy (e.g. planned advertising, promotions, customer service policy etc).	
Monitoring Success (what will your milestones be? How will you know when the business is doing well? E.g. number of customers, total sales, net profit).	
Potential Problems & Solutions (what are the risks and how will you overcome them?)	