

ONE PAGE BUSINESS PLAN FOR A SERVICE BUSINESS TEMPLATE

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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	

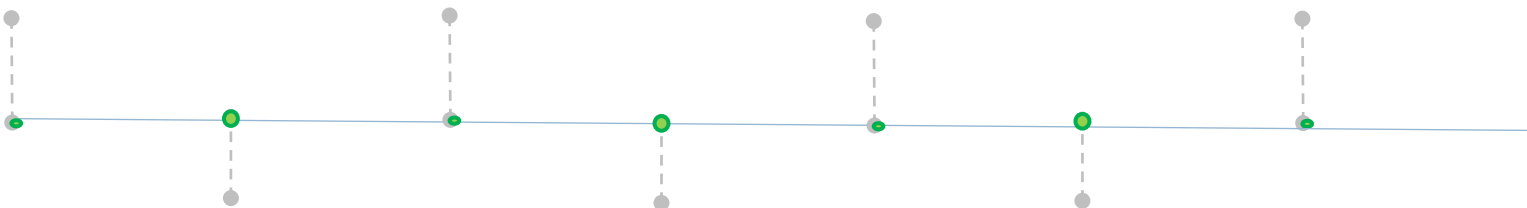
MARKETING AND SALES PLAN

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 TIMEFRAME AND HOW THEY'LL BE MEASURED	
1	
2	
3	

Timeline of Milestones



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