

# Your Company Name Here

The One Page Business Plan® by *Business901*

FOCUS ACTION RESULTS

Vision

Describe what this business will look like in 3, 5 or 10 years.  
Include geographically scope, type of business,  
product & service offering and description of customers.

Vision = Graphical description of business.  
*What are you building?*

Mission

Describe why this business exists in one sentence or less.

Mission = Purpose  
*Why does this business exist?*

Objectives

List four to eight goals that this business  
must achieve to be successful.

Goals = Measurable Results  
*What will you measure?*

Strategies

Describe five to eight things this business must do  
extremely well over time to be successful.

Strategies = Define how business will be built and managed.  
*How will you build this business?*

Plans

What are the 6 – 8 specific business building or infrastructure  
projects this business must successfully complete within the  
next 12 months to implement the strategies listed above.

Plans = Work or Tasks to be completed  
*What is the work to be done?*