



# One Page Business Plan Template for Busy Owners

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This one-page plan is designed for busy small business owners who need a quick, actionable framework to stay on track – or at least to get started! Fill out each section with short, clear points. Use the post “**8 Proven Steps on How to Write a Small Business Plan That Works**” for detailed instructions.

## Executive Summary

### Business Overview

*What does your business do? Who do you serve?*

### Mission Statement

*One to two sentences on why your business exists.*

### Vision Statement

*Where do you see your business in 3–5 years?*

### Products/Services

*List your main offerings in simple terms.*

## Target Market

*Who is your ideal customer? (age, location, need)*

## Marketing Strategy

*How will you attract and retain customers?*

## Operations

*Key processes, team structure, suppliers.*

## Financial Goals

*Revenue targets, expenses, and profitability goals.*

## KPIs (Key Performance Indicators)

*3–5 measurable goals to track progress.*

## Next 90 Days Priorities

*List top 3 action items for the next quarter.*

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