

**One Page Strategic Plan -**

<p><b>Vision (What you want to achieve)</b></p> <p><b>Purpose (Why we are here)</b></p> <p><b>Mission (How you will carry out)</b></p> <p><b>Who we are</b> (elevator speech)</p>	<p><b>What our clients/customers want</b></p> <p><b>Staff Experience</b></p> <p><b>Business Values</b></p>	<p><b>Our competitive advantage / point of difference / Unique buying proposition</b></p> <p><b>What the business will look like in 5 years</b></p>	<p><b>Our Ideal Clients (Target Market)</b></p> <p><b>What are we selling?</b></p>
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------

## ***Marketing Strategy***

Detailed marketing plan template - <https://www.business.gov.au/Info/Plan-and-Start/Templates-and-tools/Marketing-Plan-Template-and-Guide>

Key Competitors and your market position

SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats)

Pricing Strategy

Best way to reach target market

Marketing Budget

Sales Projections (including breakeven and to achieve profit target)

Selected Advertising and why

