

# Business Planning Made Simple



- I. **VISION STATEMENT:** Where you will be in 2 years?
  - I. Annual Sales
  - II. New Products/Services
  - III. Distribution
  - IV. Target Market
- II. **MISSION STATEMENT:** Why do you do what you do?
  - I. What is your competitive Advantage?
  - II. What are your Features and Benefits?
- III. **OBJECTIVES:** What are your measurable outcomes (clients, sales, etc.)
- IV. **STRATEGIES:** How will the Business be Built (Marketing, Sales, Development)?
- V. **PLANS:** What is the timeframe for the work?

