

One Page Business Plan - Strategy Development

What will make this company successful over time?

<u>Strategy</u>	<u>Suggested One Page Phrasing</u>
Growth	Grow business by _____, _____, _____.
Positioning	Become internationally known for _____
Revenue Model	Generate revenues by _____, _____ & _____
Markets	Focus on _____, _____ & _____ markets
Products	Core offering is _____;
Client/Customer Acquisition & Management	Build client base by _____; Retain by _____.
Pricing	Price products/services _____ to
Initial trial	Promote initial trial of products by _____
Add-on revenues & repeat sales	Generate repeat sales by _____ & _____
Staffing	Attract and retain key employees by _____, _____, & _____,
Internet	Use Internet to _____, _____, & _____,
Strategic Alliances, Business Partners	Use strategic alliances to _____, _____ & _____.
Infrastructure	Develop _____ infrastructure to _____.
Culture	Foster _____ culture by _____, _____ & _____.
Management Style	Develop _____ management style to _____, _____ & _____
Change	Change _____ by _____, _____ & _____.
Exit	Exit business by _____, _____ or _____.