

BUSINESS PLAN

BUSINESS OBJECTIVE	
MISSION STATEMENT	
VISION STATEMENT	
CORE VALUES	

MAIN PRODUCT FOCUS	
PRICING STRATEGY	
COMPETITIVE ADVANTAGES	

TARGET CUSTOMERS			
AGE		EDUCATION	
GENDER		PROFESSION	
INCOME			

FINANCIALS + OTHER			
MONTHLY COSTS		OTHER EXPENSES	
INCOME		GOAL PROFIT MARGIN	