






One Page Business Plan

Name of Business

Tag Line

 <p>vision</p>	<p>A <b>Vision Statement</b> is a vivid idealized description of a desired outcome that inspires, energizes and helps you create a mental picture of your target. This might be a pain point in your community. Mid to long term.</p>	
	<p>A <b>Mission Statement</b> defines in a paragraph or so any entity's reason for existence. Usually remains unchanged over time. What you do every day.</p>	
 <p>objectives</p>	<p><b>Objectives</b> are basic tools underlying all planning and strategic activities. Supporting the vision and mission of the business.</p> <p>An objective is broader in scope than a goal, and may consist of several individual goals.</p>	
 <p>strategies</p>	<p><b>Strategies</b> are decisions or plans designed to impact favorably the key objectives for the desired outcome of an organization.</p>	
	<p>A <b>Plan</b> is very concrete in nature and doesn't allow for deviation. If "Plan A" doesn't work, you don't alter "Plan A" and try again. You go to "Plan B".</p>	