

The One Page Business Plan[®]

Want to Kick-Start your OPBP call 212.831.2421 or email Andrew@thebeautyresource.com or fax this sheet to 212.831.7352 NAME: _____ TEL: _____ E-Mail _____

The Vision Statement describes what the business will look like in 1, 3 or 5 years.



vision

Within the next ____ years, grow (salon name) _____ into a successful \$ _____ (local, regional, national, international) _____ (type company) _____ providing or specializing in (describe products or services) _____ to (target market description) _____.

The Mission Statement describes why this business exists from the point of view of the customer.

Why does your business exist? What do your customers want from you?

Describe why your business exists in 6 words or less.



mission

Objectives = measurable results. What results must your business achieve to be successful?

List five to nine goals that this business must achieve to be successful.



objectives

- Increase Sales (Annual Dollars Volume) from \$ _____ to \$ _____
- Increase Profit before Tax from \$ _____ to \$ _____
- Increase Gross Profit from _____% to _____%
- Increase Number of Active Clients/Customers from _____ to _____
- Increase Average Ticket from \$ _____ to \$ _____
- Reduce Cost of Goods / Services from _____% to _____%

Strategies = Define how the business will be built and managed.

Describe 5 - 8 things that this business must do well over time to be successful.



strategies

- Positioning: Become known for _____
- Revenue model: Generate revenues by _____, _____ & _____
- Markets/ Customers: Focus on _____, _____ & _____ markets
- New Clients: Promote new client visits by _____, _____ & _____
- Client Retention: Retain clients by _____, _____ & _____
- Work Force: Attract and retain key employees by _____, _____ & _____

Action Plans = Project description, owner and completion date.

What are the 6 – 8 specific business building projects we must successfully COMPLETE this year?



action plans

- Complete (project name) _____ by (date) 00/00/12.
- Roll out (project name) _____ by (date) 00/00/12.
- Implement (project name) _____ by (date) 00/00/12.
- Create (project name) _____ by (date) 00/00/12.
- Establish (project name) _____ by (date) 00/00/12.
- Install (project name) _____ by (date) 00/00/12.