**Toolkit**

**One Page Business Plan – Template**

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| **Identity** - Who are you and what do you do? | |
| **Problem/needs to be addressed** – what does your service plan to solve? | **Solution** – how will you address the needs you have identified? How will you solve the problem? |
| **Target market** – who will you work with?  Who is your target market? Try to be specific!   * Ageing communities? * Young people? * BAME? | **Competition** – are there any other projects running similar activities?  Be honest, is there another project offering the same service or working with the same target audience? |
| **Activities/Services** – what will the activities and/or services be? How will you ‘sell’ the solution to your target market? | **Marketing/Promotion** – how will you advertise the project and services? |
| **Revenue** – how will you generate an income/revenue?   * Selling services * Funding | **Expenses** – what costs do you need to cover?   * Overheads * Room hire * Resources * Voluntary expenses |
| **Milestones and Targets** – list key achievements you would like to achieve, giving actions and dates to help you stay focussed. | |
| **Team** – roles and responsibilities.  Who will help you to implement your plan? | **Partner Organisations** – who re you going to work with? What else do you need to the plan into a reality? |
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| **Problem/needs to be addressed?** | **Solution** |
| **Target market** | **Competition** |
| **Activities/Services** | **Marketing/Promotion** |
| **Revenue** | **Expenses** |
| **Milestones and Targets** | |
| **Team** | **Partner Organisations** |