**ONE-PAGE BUSINESS PLAN TEMPLATE**

| 1–2 | | | | |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **WHAT + HOW + WHO** | **WHAT do we do?** | |  | **traditional local tourism** | | | | |
| **HOW do we do it?** | |  | **\*Communicate with people from the local community to find out what services they can provide for a financial return**  **\*Contact the tourist offices to arrange their tours** | | | | |
| **WHO do we serve?** | |  | **Foreign tourists and the Foreign student** | | | | |
| **WHY** | **DEFINE CUSTOMER PROBLEM** | |  | **Exploitation - language - unfamiliarity with the nature of the region.** | | | | |
| **DEFINE SOLUTION PROVIDED** | |  | **Specific prices - introducing the region - providing translators-Providing tours** | | | | |
| **REVENUE** | PRICING + BILLING STRATEGIES | |  | **Pay online, contact the service provider-Providing competitive prices in the market.** | | | | |
| **INCOME STREAMS** | |  | **Percentage of profits from selling services and goods - advertisements** | | | | |
| **MARKETING** | **CUSTOMER REACH STRATEGY** | |  | **Convergent Marketing: A company-to-business partnership/organization that brings together people who share the same interests.**  **Social media** | | | | |
| **REFERRAL GENERATION STRATEGY** | |  | **Photography-offers** | | | | |
| **COMPETITION** | **TOP COMPETITORS** | |  | **Tourist offices - tourism websites** | | | | |
| **OUR COMPETITIVE ADVANTAGE** | |  | **Points system - discounts on flights - offers** | | | | |
| **METRICS** | **SUCCESS MILESTONE MARKER 1** | |  | **Our website was approved by five people during the first month** | | | | |
| **SUCCESS MILESTONE MARKER 2** | |  | **The ability to cover sunk costs within 6 months** | | | | |
| **SITUATIONAL ANALYSIS (SWOT)** |  | **INTERNAL FACTORS** | | | | | | |
| **STRENGTHS ( + )** | | | |  |  | **WEAKNESSES ( – )** | |
| **Familiarity with social media** | | | |  |  | **Marketing** | |
| **All team members are web developers** | | | |  |  | **We need a video editor and photographer** | |
| **We have a graphic designer** | | | |  |  |  | |
|  | | | |  |  |  | |
|  | **EXTERNAL FACTORS** | | | | | | |
| **OPPORTUNITIES ( + )** | | | |  |  | **THREATS ( – )** | |
| **houses WITH aqaba identity** | | | |  |  | **Community acceptance problem** | |
| **License from the Ministry of Tourism** | | | |  |  | **New competitors appear** | |
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