Business Plan

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| Business overview: | |
| **Our mission** |  |
| **Our vision** |  |
| **The service we provide** |  |

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| Market Analysis: | |
| **Who we are targeting** |  |
| **The problem we are solving** |  |
| **Our Competitors** |  |
| **Our competitive advantage** |  |

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| Marketing and sales plan: | |
| **Marketing channels** |  |
| **Marketing materials** |  |
| **Customer incentives** |  |
| **Staff requirements / Training** |  |

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| Key Objectives and success Metrics : | |
| **Objectives we plan to achieve in a given time frame and how they will be measured** | |
| **1** | **5** |
| **2** | **6** |
| **3** | **7** |

Financial Plan Goals

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| Short Term Goals | | | |
| **Priority** | **Goal** | **Total cost** | **Target Date** |
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Swot Analysis

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| **Strengths** | **Weaknesses** |
| **Opportunities** | **Threats** |