**ONE-PAGE BUSINESS PLAN TEMPLATE**

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| **W H AT**  **+ H O W**  **+ W H O** | **WHAT**  **do we do?** | trip to multi-destination to have some tourism events and help the community with  transport issues in between short distances through rent cycle ,thus protecting the environment through encouraging citizens to use it. | | | |
| **HOW**  **do we do it?** | by our website that have several activity, that launches for two main destinations that is AQABA and WADI RUM, plan and organize events like sea trips, and cycling in AQABA, and riding Off-road vehicle and balloon in wadi rum | | | |
| **WHO**  **do we serve?** | tourism and local people who like sport and teenagers and went on with their  fear and trying something new. | | | |
| **W HY** | **DEFINE CUSTOMER PROBLEM** | hard to find that kind of trips | | | |
| **DEFINE SOLUTION PROVIDED** | collect many and various for deliver to audience in website, and have choice to select the  appropriate place and time. | | | |
| **RE VE N UE** | **PRICING + BILLING STRATEGIES** | visa | | | |
| **INCOME STREAMS** | achieves income through playing a middleman role between the shops and customers. so we got payment from both stores and clients. | | | |
| **M AR KE TI N**  **G** | **CUSTOMER REACH STRATEGY** | media like facebook , advertising by influencer people, coupons for our new customers , offers for **loyal customers**. | | | |
| **REFERRAL GENERATION STRATEGY** | build loyal and trust relationships with current customers to share their experience with each other by having deep communication and don’t let them forget you. | | | |
| **C O M PE TIT IO N** | **TOP COMPETITORS** | entertainment and tourism companies. | | | |
| **OUR COMPETITIVE ADVANTAGE** | diversity and comprehensive trip that link between tourism and entertainment in one click. | | | |
| **M ET RI CS** | **SUCCESS MILESTONE MARKER 1** | have a good relationship with the current customers by build database and communicate with them to catch all offers , request feedback to enhance the quality of our services | | | |
| **SUCCESS MILESTONE MARKER 2** | have partnership with more stores and customers. being popular name that a good reputation | | | |
| **SI TU AT IO N AL A N AL**  **YS** | **INTERNAL FACTORS** | | | | |
| **STRENGTHS ( + )** | |  | | **WEAKNESSES ( – )** |
| all of us full stack developer | |  |  | short experience |
| flexibility | | lack of funding |
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| **EXTERNAL FACTORS** | | | | |