**ONE-PAGE BUSINESS PLAN TEMPLATE**

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| 1–2 | | | | |  |  |  |  |
| **WHAT + HOW + WHO** | **WHAT do we do?** | |  | we provide services in fitness and give healthy lifestyles for people | | | | |
| **HOW do we do it?** | |  | by using trusted experts in the field of fitness , providing healthy meals and products . | | | | |
| **WHO do we serve?** | |  | For everyone and for all ages | | | | |
| **WHY** | **DEFINE CUSTOMER PROBLEM** | |  | Many people neglect the issue of health and fitness because they are to busy/lazy to care for there fitness and lifestyle | | | | |
| **DEFINE SOLUTION PROVIDED** | |  | Providing advice , guidance , healthy meals and products | | | | |
| **REVENUE** | **PRICING + BILLING STRATEGIES** | |  | the strategy is determined by cost of the session with the expert + the site percentage | | | | |
| **INCOME STREAMS** | |  | we take a percentage from the experts who work through our website , as well we take an additional percentage on the prices of meals that are displayed on our website by restaurants who provides healthy food | | | | |
| **MARKETING** | **CUSTOMER REACH STRATEGY** | |  | Ads on social media , commercials | | | | |
| **REFERRAL GENERATION STRATEGY** | |  | Use feedback strategy in positive way by showing the people around our customers comments | | | | |
| **COMPETITION** | **TOP COMPETITORS** | |  | fitness clinics , fitness self employed coaches | | | | |
| **OUR COMPETITIVE ADVANTAGE** | |  | We only allow the most distinguished experts in the market to work through our website , and we are diffrenet from any other competitor that our work entirely is Online | | | | |
| **METRICS** | **SUCCESS MILESTONE MARKER 1** | |  | to change 1000 lifestyles to healthy lifestyles with help of our partner experts in this year | | | | |
| **SUCCESS MILESTONE MARKER 2** | |  | to reach 10,000 product sales this year | | | | |
| **SITUATIONAL ANALYSIS (SWOT)** |  | **INTERNAL FACTORS** | | | | | | |
| **STRENGTHS ( + )** | | | |  |  | **WEAKNESSES ( – )** | |
| We don't have big expenses other than commercials and web development | | | |  |  | we don’t have full experiences in business because this project base team specialize in programming | |
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|  | **EXTERNAL FACTORS** | | | | | | |
| **OPPORTUNITIES ( + )** | | | |  |  | **THREATS ( – )** | |
| as we work online we have an opportunity to reach and be reached by big companies and long distance experencess | | | |  |  | Competitive is high in the market | |
| any one can reach us because we work online | | | |  |  | Lack of awareness of the importance of healthy food | |
| Our site include everything a person need to have healthy lifestyle(healthy meals , fitness , trainers ) | | | |  |  | Some people don't prefer to use online in these matters | |
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