**ONE-PAGE BUSINESS PLAN TEMPLATE**

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| 1–2 | | | | |  |  |  |  |
| **WHAT + HOW + WHO** | **WHAT do we do?** | |  | IT and helping courses for it student’s | | | | |
| **HOW do we do it?** | |  | By online courses with the expert trainers | | | | |
| **WHO do we serve?** | |  | Firstly University student’s , anyone interested for the IT field and aqaba resident such as 15 – 35 and anyone have multi skills in any field in IT ( Begineer to advance ) | | | | |
| **WHY** | **DEFINE CUSTOMER PROBLEM** | |  | Cannot find IT courses in aqaba with expert trainers , Lack of knowledge of the needs of the IT Company in our city | | | | |
| **DEFINE SOLUTION PROVIDED** | |  | Provide trainers with expert in several field in IT , connect students to training opportunities | | | | |
| **REVENUE** | **PRICING + BILLING STRATEGIES** | |  | Social media marketing , salary for the trainers | | | | |
| **INCOME STREAMS** | |  | Courses , Create CV , coffee house | | | | |
| **MARKETING** | **CUSTOMER REACH STRATEGY** | |  | Social media , interactive session , sponsor’s , schools , university | | | | |
| **REFERRAL GENERATION STRATEGY** | |  | Offer’s | | | | |
| **COMPETITION** | **TOP COMPETITORS** | |  | Online courses , training academy | | | | |
| **OUR COMPETITIVE ADVANTAGE** | |  | Flexibility learning , no one in our city expert | | | | |
| **METRICS** | **SUCCESS MILESTONE MARKER 1** | |  | Teach the largest possible number of IT student and interested people in our city ~ 1000 ~ | | | | |
| **SUCCESS MILESTONE MARKER 2** | |  | Access to trainees with experience in several specialties outside Jordan | | | | |
| **SITUATIONAL ANALYSIS (SWOT)** |  | **INTERNAL FACTORS** | | | | | | |
| **STRENGTHS ( + )** | | | |  |  | **WEAKNESSES ( – )** | |
| Student Feedback | | | |  |  |  | |
| Accredited certificates | | | |  |  | Lack of money | |
| Avalbility , useability , security and performance | | | |  |  | Firstly canoot development the website | |
| Flexcibile booking | | | |  |  |  | |
|  | **EXTERNAL FACTORS** | | | | | | |
| **OPPORTUNITIES ( + )** | | | |  |  | **THREATS ( – )** | |
| Sponser’s | | | |  |  | Not accepting people to study online | |
| Local community support organization | | | |  |  |  | |
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