**ONE-PAGE BUSINESS PLAN TEMPLATE**

|  |  |  |  |  |  |  |  |  |
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| 1–2 | | | | |  |  |  |  |
| **WHAT + HOW + WHO** | **WHAT do we do?** | |  | A website for providing services in the local community | | | | |
| **HOW do we do it?** | |  | Connecting service owners and the local community | | | | |
| **WHO do we serve?** | |  | Providing tourist and local services to the customer in one place | | | | |
| **WHY** | **DEFINE CUSTOMER PROBLEM** | |  | The client’s lack of knowledge of the services available in the area and the inability to access them | | | | |
| **DEFINE SOLUTION PROVIDED** | |  | Connecting local community owners and professionals and facilitating access to them | | | | |
| **REVENUE** | **PRICING + BILLING STRATEGIES** | |  | The cost of creating the page and the operating cost of the page | | | | |
| **INCOME STREAMS** | |  | Agreed ratios with the subscribers to provide the service, submit advertisements on the page | | | | |
| **MARKETING** | **CUSTOMER REACH STRATEGY** | |  | Advertising, offering encouraging discounts to attract customers | | | | |
| **REFERRAL GENERATION STRATEGY** | |  | By ensuring the quality of the service provided, using an incentive points system | | | | |
| **COMPETITION** | **TOP COMPETITORS** | |  | open market,booking , | | | | |
| **OUR COMPETITIVE ADVANTAGE** | |  | Integrating the services of competing applications into one and developing them, ensuring the quality of all services provided | | | | |
| **METRICS** | **SUCCESS MILESTONE MARKER 1** | |  | Providing job opportunities to the largest possible number of society | | | | |
| **SUCCESS MILESTONE MARKER 2** | |  | Achieving a financial return | | | | |
| **SITUATIONAL ANALYSIS (SWOT)** |  | **INTERNAL FACTORS** | | | | | | |
| **STRENGTHS ( + )** | | | |  |  | **WEAKNESSES ( – )** | |
| No booking fees on the part of the customer | | | |  |  | Unavailability of a person with experience in business analysis | |
| Acceptable and good prices | | | |  |  |  | |
| Safe booking | | | |  |  |  | |
| There are 4 web page developers who own the page | | | |  |  |  | |
|  | **EXTERNAL FACTORS** | | | | | | |
| **OPPORTUNITIES ( + )** | | | |  |  | **THREATS ( – )** | |
| Providing facilities from the Aqaba Special Economic Zone Authority | | | |  |  | Lack of adequate services such as (apartments for sale, taxi .. | |
| Support from Aqaba Development Company | | | |  |  |  | |
| Providing opportunities and support from supportive profit organizations | | | |  |  |  | |
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