**ONE-PAGE BUSINESS PLAN TEMPLATE**

| 1–2 | | | | |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **WHAT + HOW + WHO** | **WHAT do we do?** | |  | planing the event’s | | | | |
| **HOW do we do it?** | |  | by website page | | | | |
| **WHO do we serve?** | |  | * Everyone looking for an event * companies * the parents | | | | |
| **WHY** | **DEFINE CUSTOMER PROBLEM** | |  | there no digital ring linking the needs of the event’s | | | | |
| **DEFINE SOLUTION PROVIDED** | |  | decided to collect all of Events needs in one place and anywhere. | | | | |
| **REVENUE** | **PRICING + BILLING STRATEGIES** | |  | * visa card * 15 % of every booking inside the site from each part | | | | |
| **INCOME STREAMS** | |  | * ads | | | | |
| **MARKETING** | **CUSTOMER REACH STRATEGY** | |  | * ads on social media * big offers for the first booking | | | | |
| **REFERRAL GENERATION STRATEGY** | |  | Strong offers for the customer | | | | |
| **COMPETITION** | **TOP COMPETITORS** | |  | field event planning | | | | |
| **OUR COMPETITIVE ADVANTAGE** | |  | Previous experience in the field | | | | |
| **METRICS** | **SUCCESS MILESTONE MARKER 1** | |  | 15 booking in the first month | | | | |
| **SUCCESS MILESTONE MARKER 2** | |  | 45 booking in the sucond month | | | | |
| **SITUATIONAL ANALYSIS (SWOT)** |  | **INTERNAL FACTORS** | | | | | | |
| **STRENGTHS ( + )** | | | |  |  | **WEAKNESSES ( – )** | |
| Strong offers | | | |  |  | work secrets | |
| strong organize | | | |  |  | Site coverage size | |
| big partners in the markit | | | |  |  |  | |
| field monitors | | | |  |  |  | |
|  | **EXTERNAL FACTORS** | | | | | | |
| **OPPORTUNITIES ( + )** | | | |  |  | **THREATS ( – )** | |
| starting area | | | |  |  | New competitor | |
| use of seasons | | | |  |  | Cant inclusivity | |
| many companies | | | |  |  |  | |
|  | | | |  |  |  | |

Miro :-

<https://miro.com/welcomeonboard/MlBIM3FxbG9ZYUxBS3NLQ2NGMml5eVJ1b2kyMUdlaVdjak5GTXNMNFZidnNYaXVLTlFmM1dnU0Z5TFFQOU9tdnwzNDU4NzY0NTM1NTI5MjU2MDQwfDI=?share_link_id=707190529340>