

THE ONE PAGE BUSINESS PLAN

Don't want to devote hours to coming up with a detailed business plan? Try this simple outline for a one-page plan, and the next time you run into Warren Buffett in an elevator, you'll be ready to pitch him your idea. Just be prepared with some more detail once he bites.

Vision

- This is where you outline the vision of your company. The hopes, the dreams, why you're getting into this business in the first place. Want to revolutionize the cardboard box industry? Tell us why here.

Mission Statement

- Now that you've laid out why you want to get into this business, use the mission statement to explain what the business does, and who the customers/clients will be.

Timeline

- Detail the dates leading up to, and including, the launch of this company. If you intend to market heavily prior to launch, indicate when that begins. Mention when hiring starts, and when you intend to secure a location (if necessary) for the business.

Strategies

- You've told us the "why," the "how," and the "when," and now we need to know the "what." What will you do to get this business going? What is your marketing strategy? What are your plans once the business has begun? What do you intend to do to keep things running smoothly on a day-to-day basis?

Funds Required






- Outline the money needed to get the business up and running, plus whatever will be necessary to keep it going once it's started. Include at least a basic one-year projection of costs and profits.

<http://www.cfm.umn.edu/default.aspx>

PowerStart your business today with...

The One Page Business Plan[®]

The One Page Business Plan methodology is the fastest, easiest way to write a plan. Using key words and short phrases plans can be created for a company, business unit, department, project or program... on a single page. This methodology focuses everyone in your company on what is important and critical for success!

	California Knits FY2009 Business Plan	
 vision	<p>California Knits is a creative, soul-filled enterprise that provides:</p> <ul style="list-style-type: none">• vibrant, unique, comfortable clothing as art for women.• custom design capabilities for individual clients.• training and mentoring of the next generation of machine knit artists. <p>Within 3 years California Knits will be a \$5 million internationally recognized brand, serving the upscale fashion market for women who want to look and feel fabulous in knit clothing.</p>	Vision What are you building?
 mission	<p>Providing color, light, and energizing beauty in comfortable, natural fiber clothing.</p>	Mission Why does this business exist?
 objectives	<ul style="list-style-type: none">• Achieve 2009 revenue of \$1.5 million; profit before tax of \$175,000.• Achieve profit margin of 50% by holding production labor to 18%.• Increase active store count to 20, an increase of 30% over FY2008.• Outsource 50% of production by 4th quarter.• Add 10 designs; 9 ready-to-wear; 1 gallery collectible. New sales \$250,000.• Attend at least 12 trade/trunk shows in 2009; book \$750,000 in orders.	Objectives What will you measure?
 strategies	<ul style="list-style-type: none">• Attract attention with stunning gallery quality garments priced at \$2,000+.• Design ready-to-wear products at affordable price points; \$75 - \$200.• Outsource ready-to-wear; reserve personal time to create gallery garments.• Develop professional team for production and operation of business.• Cultivate relationships with upscale clients for referrals and shows.• Explore avenues to entertainment industry for costume and personal clients.	Strategies What will make this business successful over time?
 action plans	<ul style="list-style-type: none">• Develop budget and plans for capital needs for major expansion by 4/30.• Complete 8 ready-to-wear designs for show in Aspen in May.• Contact six fashion magazines; present portfolio for publication.• Attend national trunk shows: New York, Santa Fe and Carmel, Q2 + Q3.• Purchase and install 3 new computer aided knitted machines by 6/30.• Complete redesign of display booths for 2010 fairs by Dec. 15.• Complete installation of CRM system by 10/31. New GL by 12/31.	Action Plans What is the work to be done?