



Sample One Page Business Plans®

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Dear Visitor,

Thank you for requesting samples of the One Page Business Plan® a process that has helped more than 250,000 businesses worldwide.

We are providing you with samples of plans. We will respond to you personally and without sales pressure to answer your questions.

Sincerely

Maria Marsala

Strategic Business Coach, Speaker and former Wall Street Trader
<http://www.ElevatingYourBusiness.com/>



Marketing Company

Vision

Within the next year, build a highly efficient marketing program to catapult our web graphics seminar business to \$500K annual revenues.

Mission

Provide graphic artists with the software knowledge they need to migrate their businesses to the web.

Objectives

- Sell 2000 seminar seats nationally in the next 12 months yielding \$408,000 in revenue.
- Sell an average of \$46 per attendee books and tapes at each seminar \$92,000 in revenue.
- Earn a pre-tax profit of 25% or \$125,000.
- Increase gross margin to 72% on seminar seats.
- Maintain COGS on books and tapes at 66%

Strategies

- Direct mail to purchasers of Adobe Products
- Stress the business opportunity rather than the fact they will be learning software
- Offer book and tape set bundles to increase average purchase
- Increase the amount of on-site salespeople to increase BOH sales
- End quantity discounts on multiple sign-ups from single company
- Utilize temp agencies in each seminar city to supply additional sales help

Action

- Redesign seminar mailer to stress business opportunity by January 15th
- Design promotional piece to highlight better margin book and tape bundles by April 1st
- Launch email newsletter to promote seminars
- Hire writer by March 3rd to edit new online newsletter



Consulting Business

Vision

Within the next 3 years, grow CGP into a \$3 million national consulting firm specializing in creative leadership development programs for Fortune 1000 companies.

Mission

We help companies develop more leaders!

Objectives

- Increase revenue to 1.8 million in FY 2009.
- Increase gross margin to 54% from 32% by 12/31/09
- Earn a pretax profit of \$450,000 for FY 2009.
- By 12/31/02, establish a client base of at least 10 companies.

Strategies

- Leverage CGPs worldwide identity as entree into business consulting.
- Build company awareness by networking at executive level.
- Create simple, easily-produced materials from existing CGP products.
- Use first clients to define product offering/build momentum.
- Use a "train the trainer" approach to maximize reach in larger clients.
- Create product ranges so that any business can afford a co-creative management system.

Actions

- Develop written marketing plan by 2/16/09.
- Trademark "Core Group Process" by 4/4/09.
- Publish 4 quarterly newsletters, send the first to 1500 potential clients on 3/15/09.
- Deliver 5 workshops by 6/30, another 4 in Q3, and 3 in Q4 to net 4 new clients
- Create high quality company brochure by 7/1/09.
- Create series of four mini-books on new personnel management techniques by 12/31/09.



Retail

Vision

Within 3 years Retail Company 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. Providing color, light, and energizing beauty in comfortable, natural fiber clothing.

Mission

Providing color, light, and energizing beauty in comfortable, natural fiber clothing.

Objectives

- 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.

Strategies

- 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.

Actions

- 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.



Non Profit

Within the next three years, grow the NON PROFIT into an international art institution with annual funding of \$1.3 million, providing preservation, education and performance of jazz to music lovers.

Mission

Creating Unity Through Music

Objectives

- Increase Revenue from \$434,947 to \$500,000.
- Increase Surplus from \$44,878 to \$55,000.
- Increase membership from 400 to 600.
- Increase performances revenue from \$77,000 to \$123,000.
- Increase donations from \$374,884 to \$750,000.
- Increase grants from \$259,784 to \$520,000.
- Increase educational program from 3 to 5 & scholarships from four to eight.
- Increase staff from 2 to 6.
- Increase volunteers from 15 to 50.

Strategies

- Increase revenues and surplus by promoting performances, galas & space rental.
- Build/attract membership base by promotion, advertising & organization.
- Increase performance rev. by offering diverse programming, increasing frequency & mktg.
- Build donations by dev a capital campaign plan, hiring a dev consultant and a grant writer.
- Engage and educate youth by use of library, computers & practices.
- Expand scholarship endowment by corporate & individual donations & grants.
- Improve Board eff. by targeted recruiting, pre-evaluation & involvement through planning.
- Hire world-class staff by developing specific job descs, for key staff, recruiting and selection.
- Attract/retain volunteer base by membership, marketing & external programs.

Action

- Complete HR systems job descriptions by 02/28.
- Establish scholarship selection committee by 3/31.
- Roll out volunteer/membership committee by 3/31.
- Report on Board membership committee by 3/31.
- Dev education committee w/staff member in charge of educational programs by 3/31.
- Dev feasibility study by 5/31.
- Recruit & hire additional staff by 07/31.
- Implement the financial plan to achieve revenue & surplus by 09/30.