

# One-Page Small Business Strategic Plan

## 1. Purpose: What is the purpose of this company? What do the owners want?

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## 2. Vision and Mission: Where are you going and how are you going to get there?

Vision	Mission

## 3. SWOT Analysis: What is your current reality?

<u>Strengths</u>	<u>Weaknesses</u>
<u>Opportunities</u>	<u>Threats</u>

## 4. Action Plan: How will you get from your current reality to your vision?

### Three-Year Priorities

1	
2	
3	
4	
5	

### One-Year Goals

1	
2	
3	
4	
5	