

ONE-PAGE SMALL BUSINESS PLAN EXAMPLE

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BUSINESS OVERVIEW

OUR VISION	Positive Charge seeks to make a positive difference in the world.
OUR MISSION	Our mission is to be the world's largest EV-charging provider and to reduce environmental impact.
OUR PRODUCT / SERVICE	EV-charging stations

TEAM MEMBER NAME	ROLE	RELEVANT EXPERIENCE
Sally Charge	Brand Manager	11 years in marketing / 5 years in SEO
Chloe Jones	IT Manager	15 years in IT
P. C. Kahn	CFO	23 years in finance

MARKET ANALYSIS

OUR TARGET MARKET	EV drivers 18-34 years of age
MARKET SIZE	Estimated at 6 million
ALTERNATIVES	N/A
OUR COMPETITIVE ADVANTAGE	Customer commitment and constant improvement

MARKETING AND SALES PLAN

How our customers will learn about us	Primetime TV and social media
How we'll encourage them to tell others about us	Special offers and merchandising
How we'll get our product or service to our customers	Expansion

KEY OBJECTIVES AND SUCCESS METRICS

OBJECTIVE	SUCCESS METRIC	GOAL DATE
Lead the industry in customer satisfaction	Google, online ratings, and sales	
Expand EV-charging stations to 10 more states	EV-charging stations in 10 more states	
Expand EV-charging stations to 20 more states	EV-charging stations in 20 more states	

FINANCIAL PLAN

COST STRUCTURE	SOURCES OF REVENUE	HOW WE'LL STAY PROFITABLE
Product costs	EV-charging station sales	Superior products and brand messaging
Labor and materials costs	Partnerships	Trust
Marketing		

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