

One-Page Business Plan

Small Business New Zealand · sbnz.co.nz — fill in each box in a sentence or two. Review it every quarter.

Our business	What we do, in one sentence.
Our customers	Who buys from us and why.
The problem we solve	What pain or need do we meet?
What makes us different	Why choose us over the alternatives?
How we reach customers	Marketing and sales channels.
How we make money	Main products/services and price points.
12-month goals	Revenue, profit, customers — be specific and measurable.
Key actions this quarter	Three to five actions, owner and due date.
Key numbers to watch	e.g. sales, gross margin, cash in bank, debtor days.
Biggest risks & fixes	What could go wrong, and what we will do about it.
People & help needed	Hires, advisers, suppliers.
Funding	How much do we need and where from?

General guidance only — not legal, tax or financial advice.