



One-page business plan

Are you gearing up to launch your own tradie business or seeking ways to increase your competitive edge?

This one-page business plan serves as your roadmap, guiding you through the critical aspects of planning your business.

Business Name:

What problem is your business solving?

What challenge or un-met need will your business meet for your intended audience?

Business description:

Include products, services, area it will service) and any other important details.

Competitive advantage:

Why should someone choose you?
What do you offer that your competitors don't?

Pricing:

What is your pricing structure and strategy?

Marketing:

How do you plan to attract and retain customers?
Online marketing, referral programs, word of mouth, etc.

Milestones:

Set some clear, measurable goals for what success looks like in your first 12 months. How will you achieve them?

Financials:

What are your start-up costs? How will you fund this? What are your financial projections?

Team:

Who is helping on this? Include employees, mentors and consultants.