

1-PAGE STRATEGIC PLAN

<p>1. VISION & MISSION Why am I doing this?</p>	<p>2. CUSTOMER SEGMENTS Who cares that I have a business?</p>	<p>7. CRITICAL SUCCESS FACTORS What has the greatest impact on my success?</p>
<p>3. REVENUE STREAMS What will I sell, and for how much?</p>	<p>4. CHANNELS How will I distribute products to customers?</p>	
<p>5. COST STRUCTURE What are my critical costs & pricing models?</p>	<p>6. COMPETITION What direct and indirect alternatives are there?</p>	<p>8. KEY PERFORMANCE GOALS What specific actions must I take to succeed?</p>