



HOW TO BUILD A BUSINESS PLAN



VISION

What do you envision for your company's future?

MISSION

What is the purpose of your business? Why does it exist?

PATH TO PROFIT

How will you attract people to your brand and make a profit?

IDEAL CLIENT

Who is your customer and why do they choose you?

USP

What is the unique reason people should choose your brand?

VALUES

What values does your brand stand by and how will you communicate them?