**One Page Business Plan Template**

This brief business plan template encourages you to stick to your core message and provide investors with just the information they need to know about your new venture.

**The Opportunity**

*What is the unique selling proposition of your table tennis club or association? Focus on the customer’s needs. Give your elevator pitch. Be succinct, clear, and persuasive.*

*Be sure to include your value proposition -- What do you offer that no one else does?*

**Market Analysis**

*List key factors for success in your location.*

*Who is your main competition?*

**Company Description**

*Identify important facts about your business:*

*• Location*

*• Mission statement*

*• Type of organisation*

*• Core strengths*

*• Main leadership*

**Target Market**

*Describe your customer segments and what audiences you will be targeting with your programs.*

**Implementation Timeline**

*Provide a brief summary of how you will roll out the business.*

**Marketing Plan**

*Describe what methods you will use to acquire new customers. Why would your target market prefer your product or service to another option?*

**Financial Summary**

*Cost Structure: What are your fixed and variable costs?*

*Revenue Streams: How will your business make money?*