

My Business Snap Shot

Business Name:

Domain / Email:

Date:

Version:

© Business IQ - Jackie Gowran & Sheila Anne O'Leary

MANAGEMENT

Your Business Vision	Business Description	Your background / key strengths • • • • •	Products or services / revenue streams
----------------------	----------------------	--	--

MARKET RESEARCH

Market Overview • • • •	Target Customer Behaviours	Your competitive edge	Price Comparisons	Where is your customer, on or offline?
				Marketing Plan

MARKETING

Customer Value Proposition or one minute pitch	Marketing Toolkit	
--	-------------------	--

MONEY

Set Up Costs	Overheads / Expenses	Wages / Drawings required	Pricing of each revenue stream A. B. C. D.	Projected sales required from each revenue stream A. B. C. D.	Sales Targets J € J € F € A € M € S € A € O € M € N € J € D €
--------------	----------------------	---------------------------	--	---	---