

Business Plan

Strategy & Vision

Define what your business is, who it's for, and where you're going.

Before you choose your domain, build your website or start marketing, get clear on the business you're building. Use this section to define your vision, identify your customers and understand what will set you apart.

1. The Big Picture

Vision: Where do you want this business to be in 3–5 years? Write one bold, aspirational sentence. Don't worry about being realistic yet.

Mission: What will you do, and why does it matter? Keep it short. Clear beats clever.

2. The Essentials

Business name:

Location:

Desired Website & Email:

Start date:

Legal structure:

3. What you stand for

Core values. How do these show up in how you treat customers, staff, and suppliers?

1

2

3

4. Who you serve

Ideal customer	Who are they?	Their problem	What problem do they have?
What they value	What matters most to them?		

5. The Market & Your Competition

Trends in your industry? Trends or anything changing the game.

Why you? Why would they choose you over a competitor?

6. Your SWOT

Strengths that set you apart	Weaknesses you can improve
Opportunities to explore	Threats to watch out for

7. Your Positioning Statement

We help achieve

by

Check: Before You Move On

- ☐ I can share my vision and explain my mission clearly
- ☐ I can describe my ideal customer in one sentence
- ☐ I know my top 3 competitors and what sets me apart
- ☐ My positioning is clear enough for someone else to repeat back

Get the foundations right: your name, domain, website and email.

Start with the strategy, then bring it to life with 123 Reg. Good luck!

