

# Simple One-Page Business Plan (Sample)

**Business Name:** SmartBiz Supplies Ltd.

**Business Concept:** A retail and online business supplying affordable office, school, and SME consumables in St. Catherine.

**Target Market:** MSMEs, schools, home offices, and working professionals in Jamaica.

**Value Proposition:** Fast local delivery, affordable pricing, and reliable stock availability.

**Revenue Model:** Direct product sales, delivery fees, and recurring supply contracts with small businesses.

**Key Costs and Resources:** Inventory, transport, internet, storage space, marketing, and one administrative assistant.

**Short-Term Objectives:** Reach JMD 250,000 in monthly sales within 90 days; secure 10 recurring SME clients.

**Immediate Action Roadmap:** Register company, launch Instagram and WhatsApp sales channel, onboard first five business customers.