

# The One Page Business Plan<sup>®</sup> for Jackson Small Business Support Center



Vision

- One stop shopping for Small Business services, information and assistance in the Jackson Area
- Business consulting, Business classes and support services which are packaged and transportable to other “local” marketplaces by other consultants in that marketplace.
- Think Globally
- Act Locally

*What are we building? (5 yrs.)*



Mission

- We help small businesses manage their businesses as if Profit Really Mattered
- We are a Do It Yourself Business School
- We provide Marketing and Business Plans on Steroids

*Why does this business/department/activity exist? (“Timeless”)*



Objectives

- Successful small business clients (testimonials & referrals)
- Attendance at Small Business Classes
- Number of small business consulting and mentoring clients
- Number of active associates
- Visitors and participants to our Small Business Portal [www.SmallBusinessJackson.com](http://www.SmallBusinessJackson.com)

*What are the specific measures?*



Strategies

- Develop and conduct value added Business Classes
- Actively consult with and build success models for a variety of small businesses
- Build and sustain an interactive network of Business Associates
- Expand to other local markets
  - Sales Agents in nearby cities
  - Sell & Install the JSBSC Systems in other cities to be operated by independent consultants

*How are we going to build this company/department/activity over time?*



Plans

- Build and maintain a very good data base of local small businesses
- Provide hands on value via our Business Classes
- Constantly improve the effectiveness our consulting & mentoring processes
- Provide real value to our Associates (information, communication and referrals)
- Build & keep current our Small Business Portal [www.SmallBusinessJackson.com](http://www.SmallBusinessJackson.com)
- Build a self sustaining Infrastructure – that is transportable and usable by other consultants

*What is the work to be done?*