

One page business plan

Completed fictional service business example

Business and decision

Northline Studio | November 2026 launch test | Owner Sam Taylor. Offer fixed-scope website updates to local independent service businesses. Proceed only after paid trials confirm the price and delivery time.

Customer and problem

Target owner-managed service firms with outdated booking pages. Validate the problem through ten owner interviews; no market-size or demand claim is assumed.

Offer and alternatives

One four-hour website update job at a proposed \$300. Define included changes and one revision. Compare the buyer's existing agency, DIY option and doing nothing.

Marketing and sales

Seek 15 paid jobs monthly through local referrals and direct follow-up. At an assumed 25% qualified-lead conversion, test 60 qualified leads. Track source, quotes and paid bookings.

Delivery and capacity

Owner has 64 practical delivery hours after sales and administration. Four hours per job gives capacity for 16 whole jobs. The 15-job target uses 60 hours; demand remains unproven.

Monthly financial target

Price \$300 less \$100 variable cost gives \$200 contribution. Fixed operating costs \$2,000 plus a separate \$1,000 owner-pay target require 15 jobs and \$4,500 sales. Operating break-even alone is 10 jobs.

Cash and funding

Owner savings fund \$4,250. Setup \$1,500 is paid before opening cash of \$2,750. In month one, collect \$2,250 and pay \$4,500 to finish with \$500. Total pre-launch funding is \$4,250; the remaining \$2,250 customer balance is collected later.

Risks and next review

Test price and scope with three paid trials. If jobs exceed four hours or collections slip, revise commitments before launch. Review interviews, trial hours and collection terms in 30 days. Taxes, interest and unlisted costs are excluded.

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