

BUSINESS PLAN

Name:	Owner:		
Why?	How?		What?
*Why you do what you do?	*How you do what y	ou do? *	*What you do?
Customer Problem		Solution Offered	
Target Market			
Position or Concentration			
Competitive Advantage			
Income Streams		Price Strategy	
Top three Competitors 1.		Notes:	
2. 3. "Enabling innovat	ion in healthcare and en	wironment for a bet	ter tomorrow"