



WELLBIZ SOLUTIONS • FREE RESOURCE

The 1-Page Business Plan Checklist

A quick-start framework for turning your business idea into an actionable plan

1. Business Idea & Purpose

- ☐ I can describe my business idea in one clear sentence
- ☐ I know what specific problem it solves for customers
- ☐ I understand why customers would choose me over existing alternatives

2. Market & Customers

- ☐ I've identified exactly who my target customer is
- ☐ I have a rough idea of how many potential customers exist
- ☐ I know where my customers currently go to meet this need today

3. Products & Pricing

- ☐ I've listed my core products or services clearly
- ☐ I've set initial pricing based on my costs and market research
- ☐ I understand my profit margin on each sale

4. Operations

- ☐ I know exactly what I need to start (equipment, staff, location)
- ☐ I've estimated my realistic start-up costs
- ☐ I've identified the suppliers or partners I'll depend on

5. Money

- ☐ I know how much capital I need to get started
- ☐ I've estimated my monthly running costs
- ☐ I know my break-even point — when I'll start turning a profit

6. Growth

- ☐ I have a simple plan for my first 90 days
- ☐ I know exactly how I'll measure success
- ☐ I've identified one thing that could go wrong, and a backup plan for it

Ready to turn this checklist into a full, investor-ready business plan?

Wellbiz Solutions helps entrepreneurs across Tanzania build clear, practical business plans from the ground up.

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