








<p><b>My business principles</b></p> <p>Why we exist and how we will behave.</p>	<p>Business purpose</p> 		<p>Shared values</p> 
<p><b>My direction</b></p> <p>Where we are going, and what we want to be.</p>	<p>Vision</p> 	<p>Strategic goals</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol> 	
<p><b>My market</b></p> <p>Who our customers are and what we do for them.</p>	<p>Target customers</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol> 	<p>Products &amp; services</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> </ol> 	
<p><b>USP</b></p> <p>What makes our business stand out.</p>			
<p><b>My next steps</b></p> <p>What I need to do next to grow my business.</p>	