

BUSINESS PLAN CHECKLIST

COVER PAGE

- ☐ Business Name
- ☐ Address
- ☐ Phone Number
- ☐ Fax Number
- ☐ Email Address
- ☐ Principal Owner(s)
- ☐ Date of Issue
- ☐ Copy Number

TABLE OF CONTENTS

- ☐ Table of Contents

EXECUTIVE SUMMARY

- ☐ Introduction
- ☐ Structure
- ☐ Employee Backgrounds
- ☐ Products
- ☐ Market Information
- ☐ Competitive Analysis
- ☐ Marketing Strategy

EXECUTIVE SUMMARY CONT.

- ☐ Investments
- ☐ Financing

COMPANY OUTLINE

- ☐ Company Profile
- ☐ Goals and Objectives
- ☐ Key Management Profile
- ☐ Target Market
- ☐ Service Area

MARKETING PLAN

- ☐ Marketing Mix
- ☐ Product Description
- ☐ SWOT Analysis
- ☐ Pricing Strategy
- ☐ Promotional Strategy

LOCATION

- ☐ Location and Selling Location

BUSINESS PLAN CHECKLIST

INDUSTRY ANALYSIS

- ☐ Industry Overview
- ☐ Industry Size
- ☐ Industry Trends
- ☐ Competition
- ☐ Competitive Analysis
- ☐ Competitive Advantage

OPERATING PLAN

- ☐ Production Processes
- ☐ Assets Required
- ☐ Supply Details
- ☐ Cost of Providing Your Service
- ☐ Risk Analysis

CASH FLOW PROJECTIONS

- ☐ Two Year Inflow Projection
- ☐ Two Year Outflow Projection
- ☐ Income Statements

APPENDICES (OPTIONAL)

- ☐ Employee Resumes
- ☐ Credit Card Statements
- ☐ Business Floor Plans
- ☐ Competitors' Catalogues
- ☐ Marketing Samples
- ☐ Supplier Price Sheets
- ☐ Product Photographs
- ☐ eCommerce Storefront Mockups
- ☐ Legal Documents
- ☐ Product Reviews

NOTES