



Checklist for Preparing a Business Plan

Have you included?

- An introductory letter*
- A title page*
- A summary statement – brief description of your business*
- Background information*
 - Legal status of your firm
 - Start-up of your enterprise
- A description of the industry*
 - Principal characteristic
 - Trends
 - Players
 - Barriers
- A description of your product or service*
 - Technology you will be using
 - Patents, trademarks, copyright protection
 - Assessment of strengths and weaknesses
- A description of your management team*
 - An organization chart
 - Management compensation
 - Resumes
- Your marketing plan*
 - Assessment of total market
 - Assessment of competition
 - Your pricing policy
 - Your distribution policy
 - Your services and warranties
 - Assessment of target market
 - Assessment of your marketing advantage
 - Your selling policy
 - Your advertising/promotion plan
- A description of the land, buildings and equipment you will need*
 - Location
 - Equipment requirements
 - Land requirements
- A description of how you will operate*
 - Work flow
 - Inventory control
 - Supplies and materials
 - Suppliers
- Personal references*
 - From banks
 - From former employers
 - From professionals
- A financial plan*
 - Your capital requirements
 - Cash flow budgets
 - Pro forma balance
 - Personal balance sheet, including your personal net worth
 - Projected income statements
 - Break-even chart
 - Your sources of financing
- Risks and problems associated with your business and how to resolve them*
 - Worst case scenarios
 - Avoidance of risk
 - Impact of risk
 - Environmental risk