

Business Plan Checklist

Ensure that you have completed all the following tasks when creating your business plan.

1. Before starting my plan:

- I have looked at sample plans to use as resources.
- I know why and for whom I am preparing this plan.
- I have clear and defined goals and objectives.
- I asked the lending institution what they need.

2. I have researched and documented the company with regard to the:

- General business overview
- Company structure
- Location
- Key personnel
- Goals and objectives
- Strengths and weaknesses
- Mission and vision statements

3. I have researched and documented the products and services:

- Product/service description
- Cost of sales
- Future projections
- Legal concerns

4. I have researched and documented the marketing strategies:

- The competition
- Marketing strength and weaknesses
- Marketing and sales strategies

5. I have researched and documented the operational information:

- Overhead costs
- Suppliers
- Quality control
- Distribution
- Employees
- Assets and equipment
- Insurance policies
- Licenses and permits

6. I have researched and documented the financial information

- Projections of income and expenses
- Cash flow forecasts
- Financial statements
- List of capital expenses
- Net worth statements

7. I have researched and documented the funding requirements:

___ How much, terms, type of loan, use of funds

8. I have provided an executive summary:

___ Synopsis of all the above

9. I have provided an appendix:

___ Included all relevant documents

10. Now that the first draft is completed, I have:

___ Typed my plan neatly

___ Discussed it with my accountant

___ Made suggested revisions

___ Completed the final draft

___ Shown it to my accountant

___ Had it proofread and edited, made corrections

___ Shown it to an experienced person for critiquing

___ Completed the final copy (at last)

___ Made an appointment to present it to the lender