Taking the Plunge

CHECKLIST: Business Plan Checklist

Use this checklist to keep track of progress when compiling your business plan.

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|   | By Whom and When  |
| 1. Executive Summary  |   |
|  Overview of Business Plan  |   |
|  Key Points  |   |
| 2. Introduction  |   |
|  Business background/idea  |   |
|  Business details  |   |
|  Legal status  |   |
|  Owner/management team details  |   |
|  Product/service details  |   |
|  Plan for the future and success criteria  |   |
| 3. Market and Competitors  |   |
|  Market overview, size and trends  |   |
|  PEST (LE) analysis  |   |
|  SWOT analysis  |   |
|  Customers/target markets  |   |
|  Competitor analysis  |   |
| 4. Sales and Marketing Strategy  |   |
|  Marketing objectives  |   |
|  Marketing strategies  |   |
|  Target market  |   |
|  Pricing strategy  |   |
|  Sales forecast  |   |
|  Budget and timeline  |   |
| 5. Operations  |   |
|  Location/premises/equipment  |   |
|  Production and distribution processes  |   |
|  People/staff/suppliers  |   |
|  Systems and procedures  |   |
|  Health & Safety/quality control/legal compliance |   |
| 6. Financial Information  |   |
|  Cashflow forecast  |   |
|  Sales forecast  |   |
|  Set-up and operational costs  |   |
|  Sources of finance/funding requirements  |   |
|  Profit & Loss statement  |   |
|  Balance sheet  |   |
| 7. Appendices  |   |
|  Evidence of market research  |   |
|  Letters from potential customers/firm orders  |   |
|  References/Previous work  |   |
|  Legal documents  |   |
|  Price lists  |   |
|  CVs for key team members  |   |
|  Sample promotional material  |   |

Starting and Growing a Profitable Business – Starting Up