

# BUSINESS PLAN ELEMENTS CHECKLIST

## **Introductory Page:**

- Name, address of business
- Names of principals
- Nature of business
- Statement of financing needed
- Confidentiality warning
- Table of contents

## **Executive Summary:**

- Description of Business
- Growth Potential
- Business Strategy
- Competition
- Management and Experience
- Principals
- Funds Sought and Uses
- What Investors Get in Return
- Exit strategy for Investors
- Financial Summary

## **Industry Analysis:**

- Past Sales in Industry
- Anticipated Industry Growth
- What are the New Products?
- Who is the Competition?
- Distinctive Competence?
- Strengths, Weaknesses of Competitors
- Market Segmentation
- Who are the Customers?
- Excellent Cross-referencing
- Regulatory Issues

**Description of the Venture:**

- Products and Services
- Location and Site Details
- Size of the Business
- Office and Other Equipment
- Personnel Needs
- Background and Experience
- Reasons for going into business
- What development work has been done?
- Social Responsibility

**Production Plan:**

- Division of Responsibility for Manufacturing
- Who are the subcontractors?
- What are the costs of subcontracting?
- What raw materials are needed?
- Who are the suppliers?
- What are the capital needs?
- What is the inventory control system?
- What are the storage needs?

**Marketing Plan:**

- Analysis of Business Environment
- Demand and Competition
- Who is the target market?
- Company Strengths, Weaknesses
- Overall Marketing Strategy
- Pricing Plan and Issues
- Distribution and Promotion
- Implementation Cost and Controls

**Organizational Plan:**

- Corporate , Legal structure
- Principals and Partners
- Authority of Principals
- Management Team Background
- Roles and Responsibilities
- Job Descriptions
- Performance Appraisal System
- Advisory Board Detail
- Technology Plan

**Assessment of Risk:**

- Potential Weaknesses of Business
- Contingency Plans
- Details
- Strategic Position

**Financial Plan:**

- Income Statement
- Details of Assumptions
- Balance Sheet
- Break Even Analysis
- Sources and Applications of Funds

**Appendix**

- Resumes of Principals
- Market Research Data
- Sources of Information
- Justifications for Claims
- Price Lists where available