

Business Plan Checklist - Public

1. **Executive Summary:**
 - Concisely summarize your business idea, mission, and key objectives.
 - Include a brief overview of your target market and financial projections.
2. **Business Description:**
 - Describe your business in detail, including its legal structure, location, and history (if applicable).
 - Explain the problem your business solves and the value it provides.
3. **Market Analysis:**
 - Research your target market and industry trends.
 - Identify your target audience, their needs, and purchasing behaviors.
 - Analyze your competition and highlight your unique selling points.
4. **Products or Services:**
 - Outline your offerings and their features and benefits.
 - Explain how your products or services meet customer needs and solve problems.
 - Include pricing strategies and competitive advantages.
5. **Marketing Strategy:**
 - Define your marketing goals and objectives.
 - Create a marketing plan that covers online and offline tactics.
 - Detail your brand strategy, including messaging and positioning.
6. **Sales Strategy:**
 - Explain how you plan to generate sales and acquire customers.
 - Outline your sales channels and distribution methods.
 - Include sales forecasts and revenue projections.
7. **Operational Plan:**
 - Describe your day-to-day business operations.
 - Detail the resources and equipment required for your business.
 - Address any logistical and supply chain considerations.
8. **Management and Team:**
 - Introduce your management team and their qualifications.
 - Outline the roles and responsibilities of each team member.
 - Highlight any advisors or mentors.
9. **Financial Projections:**
 - Create a detailed financial forecast, including income statements, balance sheets, and cash flow statements.
 - Include revenue projections, expenses, and break-even analysis.
 - Address funding requirements and potential sources of funding.
10. **Funding Request (if applicable):**
 - Specify the amount of funding required and how it will be used.
 - Explain the terms of investment, equity offered, or repayment terms.
 - Provide a clear use of funds statement.
11. **Risk Analysis:**
 - Identify potential risks and challenges your business may face.
 - Develop strategies for risk mitigation and contingency plans.
12. **Appendix:**
 - Include any supporting documents, such as resumes of key team members, market research data, legal documents, and additional financial information.
13. **Executive Summary (Revisited):**
 - Provide a brief summary of your business plan at the end for easy reference.
14. **Review and Editing:**
 - Proofread and edit your business plan for clarity and consistency.
 - Seek feedback from advisors or mentors and make necessary revisions.
15. **Presentation (Optional):**

- Prepare a compelling presentation to accompany your business plan when seeking investment or partnerships.

Revision #2

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