

# 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.

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Revision #2

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