

Business Plan Checklist

#1 TITLE PAGE

Include:

- Your company's contact information

#2 EXECUTIVE SUMMARY

Include:

- Company goals, purpose, services and products
- Painpoints you aim to solve

#3 BUSINESS DESCRIPTION

Include description of:

- Industry
- Products and services
- Clientele
- Location
- Competitive advantage

#4 MARKET ANALYSIS

Include data on market:

- Demographics (income, age, etc.)
- Psychographics (lifestyle, values, behaviors, etc.)

#5 COMPETITIVE ANALYSIS

Include analysis on competitors:

- Strengths and weaknesses
- Objectives
- Products and services
- Marketing strategy
- Target audience
- Market share

#6 SALES & MARKETING

Include:

- Data from competitive analysis
- Details of marketing strategies
- Benefits to consumers

#7 OPERATIONS & MANAGEMENT

Include:

- Descriptions of personnel needed
- Necessary equipment, facilities & supplies
- Future plans for expansion

#8 PRODUCTS & SERVICES

Include:

- All products and services offered
- Benefits your offerings provide

#9 FINANCIAL ANALYSIS

Include:

- Current Documents:
 - Balance Sheet, Income Statement, etc.
- New Documents:
 - Operating Budget, Break-Even Analysis, etc.