

Business Plan Checklist

I. Product/Service/Company Overview and Description

- What product/service will you provide?
- Who will be the customer of your product/service? Age? Gender? Married? Home owner?
- What makes your product/service different?
- What is your experience with the product/service? Within the industry?
- Have customers tried/tested your product/service? What was the outcome?
- How will your product/service help customers?
- How will your product/service solve a customers' problem?

II. Marketing Plan

- How will your customers learn about your businesses product/service?
- What type of networking will you do to spread the word about your product/service?
- Is your market restricted geographically (local) or is it global?
- How many people are potential customers?
- Who are your competitors and how many are in the area you will be serving?
- How will you educate potential customers how your service is unique and better than the competition?
- How large is your market of potential customers?

III. Management and Operations

- Who will be involved in the day to day management of the business?
- Will you outsource your service/products?
- How will you maintain the quality of your service/product?
- Will you have to keep inventory or purchase additional equipment to meet customer needs?
- What delivery methods will you use to ensure timely delivery of your product/services?
- What hurdles to you foresee in the start up of your business?

IV. Financial

- What money is required to start your business?
- How much will you charge for your product/service?
- What will be your expenses for your product/service?
- How will you measure the financial success of your business? Profit? Number of customers?
- When do you project your business will be profitable?