



Business Plan Structure and Content Checklist

- Background (Mission Statement)
- Objectives
- Expenses (Profit / Loss)
- Structure & Organizational Structure
- Location
- Competitors
- Risk
- Expertise
- Type of Market
- Niche Value i.e. \$5-\$20m?
- Business overview
- Unique features
- SWOT Analysis (Strengths, Weaknesses, Opportunities,Threats)
- Strategy (How do we get there)
- Market (Marketing Strategies)
- Promotion (Strategies)
- Product (Strategies)
- Pricing / Estimating
- Other Plans
- Customers (Who are they)
- Goals –Achivements
- Quality
- Funding
- Resources
- Legal Requirements

Appendices

- Your Experience (CV/Resume)
- Cost Breakdown
- Cash-flow Forecast
- Market Research
- Letters of Intent