

BUSINESS PLAN CHECKLIST

Executive summary

- Business idea
- Offer - Products and services
- Industry / Market
- Growth potential of the market
- Financial requirements

Company & Strategy

- Company history
- Business idea
- Business goal
- Business purpose
- Vision and strategy

Products & Services

- Products or services
- Product or service advantages
- Pricing segments

Market analysis

- The market
- Framework conditions
- Entry barriers
- Competitors analysis
- Customer analysis
- Market objectives
- Outlook on potentials and future

Competition

- Direct competitors
- Competitors' products and services
- Competitors' strengths and weaknesses

Marketing & Sales

- Product
- Sales and distribution strategy
- Pricing policy
- Communication strategy

Organisation & Ressources

- Production process
- Suppliers
- Inventory management
- Research and development
- Legal situation
- Patents and licences
- Responsibilities
- Management
- Personnel
- Development and expansion potential

Risk analysis

- Management / Personnel
- Production
- Finance
- Technology
- Processes
- Insurances
- Politics

Financing

- Cost structure
- Revenue cycle
- Cash flow plan
- Profit planning
- (Planned) balance sheet
- Required capital and investments

Next steps

- Product and service
- Business start-up / Company
- Personnel
- Resources / Partners
- Marketing / Market entry
- Location / Business premises
- etc.

Appendix

- Resumes / Founders' profiles
- Financial planning
- Operating permits / Patents
- Organisational charts