# Business Plan Checklist

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| Planning Item | Essential or Optional? | Completed? |
| OVERALL SUMMARY |  |  |
| Non-disclosure agreement | Include if your plan contains confidential information |  |
| An inspirational description of your company and what it does | Essential |  |
| A mission statement | Optional, but an expected part of a standard business plan |  |
| A values statement | Only include if you truly intend to commit to these values |  |
| A clear statement of how your business is different and a summary of strategic advantage | Essential |  |
| A summary of the major goal or goals for your business for the next 12 to 24 months | Essential |  |
| FINANCIALS  |  |  |
| Detailed sales budgets for the next 12 months, along with a summary of how you arrived at these budgets | Essential |  |
| If you’ve been trading for more than a year, a Profit & Loss for the last 12 months | Essential |  |
| If you’ve been trading for more than a year, a Balance Sheet generated for the last day of your Profit & Loss reporting period | Essential |  |
| A Profit & Loss Projection for at least 12 months ahead | Essential |  |
| A Cashflow Projection | Essential if you’re predicting growth and you carry stock or offer credit to customers |  |
| A budget for the next 12 months (your Profit & Loss Projection may be able to double as a budget) | Essential |  |
| Moving annual turnover analysis | Useful for seasonal businesses |  |
| Detailed product costings | Essential for manufacturers |  |
| MARKETING |  |  |
| An analysis of who your customers currently are, and (if different) who you want them to be in the future | Essential |  |
| A detailed competitor analysis | Essential |  |
| A summary of the sales strategies you have in place, or intend to have in place, to support your sales targets | Essential |  |
| A customer service plan | Essential |  |
| PEOPLE |  |  |
| A description of the skills and experience of both yourself and the others in your team | Essential |  |
| STRATEGIC |  |  |
| A summary of operations (distribution methods, premises, manufacturing processes and so on) | Often not relevant for service businesses |  |
| An analysis of the industry in which you belong, the trends in this industry, and how you intend to be responsive to change | Essential |  |
| A summary (and action plan) of strengths, weaknesses, opportunities and threats | Essential |  |
| A risk-management plan | Essential |  |
| ACTION |  |  |
| A summary of goals and objectives | Essential |  |
| An action plan summarising the timeframe for achieving these goals and objectives | Essential |  |