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| **Business Plan Components Checklist** |
| Use this form to keep track of the components to be included in your business plan. Not all business plans need to contain all of the following parts. Cross out those that don’t apply to your business plan. |
| □ **Table of contents** |
| □ **Executive summary** |
| □ **Company overview**  □Business description□ Mission statement □ Vision statement □ Major business goals □ Values statement □ Listing of key products and/or services □ Business model summary □ Business structure □ |
| □ **Business environment** □Industry overview □Barriers to entry □Market overview □Customer profile □Competitor analysis □ |
|  |
| □□ **Company description** □Introductory highlights □Products and/or services offered □Research and development □Operations □Sales and marketing □Distribution and delivery □Customer service □Management □Organization □ Key strengths  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  □ **Company strategy** □SWOT analysis □Business model □Business goals □Marketing plan □Plans for growth □Exit strategy |
| □ **Financial review** □Income statement □Balance sheet □Cash flow statement □Financial forecasts □Master budget |
| □ **Action plan** □Short-term goals □Immediate objectives □Next steps |
| □ **Appendices** □ □ □ |