



Basic Business Plan Checklist

		Y	N
1	Has the nature of the business been clearly defined?	<input type="checkbox"/>	<input type="checkbox"/>
2	Have the personal and business objectives been identified?	<input type="checkbox"/>	<input type="checkbox"/>
3	Is there a profile and survival income for all business principles?	<input type="checkbox"/>	<input type="checkbox"/>
4	Is there a need for further training and has it been identified?	<input type="checkbox"/>	<input type="checkbox"/>
5	Are proposed premises realistic and suitable for the business?	<input type="checkbox"/>	<input type="checkbox"/>
6	Have all the implications of this location been considered?	<input type="checkbox"/>	<input type="checkbox"/>
7	Has the market been adequately researched?	<input type="checkbox"/>	<input type="checkbox"/>
8	Have the implications of changes in the market been assessed?	<input type="checkbox"/>	<input type="checkbox"/>
9	Does the plan clearly identify the business's target customer?	<input type="checkbox"/>	<input type="checkbox"/>
10	Has the competition been assessed including likely response?	<input type="checkbox"/>	<input type="checkbox"/>
11	Does the plan clearly identify a competitive edge?	<input type="checkbox"/>	<input type="checkbox"/>
12	Is the proposed advertising media appropriate for the venture?	<input type="checkbox"/>	<input type="checkbox"/>
13	Does the advertising strategy contain a cost to benefit analysis?	<input type="checkbox"/>	<input type="checkbox"/>
14	Does the market research justify expected sales forecasts?	<input type="checkbox"/>	<input type="checkbox"/>



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|-----------|---|--------------------------|--------------------------|
| 15 | Is the trading status appropriate, including tax implications? | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 | Have the start-up costs and fixed costs been calculated? | <input type="checkbox"/> | <input type="checkbox"/> |
| 17 | Is the pricing policy and gross profit margin realistic? | <input type="checkbox"/> | <input type="checkbox"/> |
| 18 | Have the break-even levels been adequately shown? | <input type="checkbox"/> | <input type="checkbox"/> |
| 19 | Are funding requirements realistic for this proposal? | <input type="checkbox"/> | <input type="checkbox"/> |
| 20 | Have the implications of VAT on this proposal been considered? | <input type="checkbox"/> | <input type="checkbox"/> |
| 21 | Have legal requirements, including insurance, been identified? | <input type="checkbox"/> | <input type="checkbox"/> |
| 22 | Are the profit & loss and cash-flow forecasts compiled correctly? | <input type="checkbox"/> | <input type="checkbox"/> |
| 23 | How will the business monitor performance and market change? | <input type="checkbox"/> | <input type="checkbox"/> |
| 24 | Has a scheduled time plan for implementation been included? | <input type="checkbox"/> | <input type="checkbox"/> |

This checklist may well seem daunting to the simple one-person trader, but all the points within it should be dealt with in their business plan.