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**Business Plan Checklist**

**Format**

* Cover sheet with complete contact info (name, address, phone, website, email) and current date
* Page numbers are included
* Typed, not handwritten
* Sub-headings (notes for writer) have been removed with the extra spaces removed from Foundations format
* Ideally written in third person throughout
* Future activities have specific dates for when they will happen (i.e. registering as an LLC, start using QuickBooks, etc.)

**Notes**

* Purchase list must include items that support the business in achieving a gross profit
* Items need to be business assets – equipment, furniture, etc., and not overhead expenses, supplies, inventory, etc.
* Do not underestimate expenses or overestimate revenue
* Purchases need to be reasonable for the business model
* Business plans should **not** include a credit report.
* SWOT—strengths/weaknesses are internal, opportunities/threats are external to the business

**Charts**

* Personal cash flow for 12 months
* Business P&L and cash flow for 12 months
* Fixed and variable cost break-down for one month with variable cost per unit
* Break-even point (number of units or by dollar amount)
* Purchase list with cost and source of each item
* Sources of statistics – list specific sites
* List of products or services, with prices
* SWOT (see SWOT note)

**Legal**

* Legal structure of business
* Business license number and date of expiration/renewal
* Occupational license number with date of expiration/renewal
* Insurance (type and amount of coverage and company/agent)

**Promotion**

* Target market specifics (demographics) - age, gender, geographic location, income level, niche
* Advertising (list the newspapers, websites, etc. and cost for each)