



Full Business Plan Checklist

		✓	✗
1	Has the nature of the business been clearly defined, including its' objectives?	<input type="checkbox"/>	<input type="checkbox"/>
2	Has the influence of others on personal goals been considered?	<input type="checkbox"/>	<input type="checkbox"/>
3	Does the plan contain a personal profile and minimum survival income?	<input type="checkbox"/>	<input type="checkbox"/>
4	Have any training needs been identified and has provision been made?	<input type="checkbox"/>	<input type="checkbox"/>
5	Is there a clear understanding of the market in which the business will operate?	<input type="checkbox"/>	<input type="checkbox"/>
6	Is there a profile of the businesses' target customer and their buying patterns?	<input type="checkbox"/>	<input type="checkbox"/>
7	Does the plan show the advantages and benefits of the product to this customer?	<input type="checkbox"/>	<input type="checkbox"/>
8	How will the product be produced or how will the service be provided?	<input type="checkbox"/>	<input type="checkbox"/>
9	Does the plan identify the current maximum production or service levels?	<input type="checkbox"/>	<input type="checkbox"/>
10	How would an increase in production or a change in method hit the business?	<input type="checkbox"/>	<input type="checkbox"/>
11	What provision does the plan make for maintaining quality standards?	<input type="checkbox"/>	<input type="checkbox"/>
12	How will the company deal with customer complaints or problems?	<input type="checkbox"/>	<input type="checkbox"/>
13	What alternative markets could be available to the business?	<input type="checkbox"/>	<input type="checkbox"/>
14	Have the property requirements been clearly shown including likely costs?	<input type="checkbox"/>	<input type="checkbox"/>
15	Does the plan consider the general implications of this location?	<input type="checkbox"/>	<input type="checkbox"/>
16	Does the plan show what capital equipment is required and why?	<input type="checkbox"/>	<input type="checkbox"/>
17	Has this equipment been costed including all purchase or lease options?	<input type="checkbox"/>	<input type="checkbox"/>
18	Have all other start-up costs been identified, considered and costed?	<input type="checkbox"/>	<input type="checkbox"/>
19	Does the plan have calculations for minimum selling price and breakeven levels?	<input type="checkbox"/>	<input type="checkbox"/>
20	Does research show highest and lowest prices amongst competitors?	<input type="checkbox"/>	<input type="checkbox"/>
21	Has the competition been assessed including likely response?	<input type="checkbox"/>	<input type="checkbox"/>
22	Does the plan clearly identify the businesses' competitive edge?	<input type="checkbox"/>	<input type="checkbox"/>



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23 Is the chosen trading status right for customer perception and tax efficiency?	<input type="checkbox"/>	<input type="checkbox"/>
24 Has the owner's investment and borrowing requirement been clearly shown?	<input type="checkbox"/>	<input type="checkbox"/>
25 Has the plan considered the merits of various advertising media?	<input type="checkbox"/>	<input type="checkbox"/>
26 Does the plan contain a cost to benefit analysis for proposed advertising?	<input type="checkbox"/>	<input type="checkbox"/>
27 Does the plan contain detailed budgets for launch and on-going advertising?	<input type="checkbox"/>	<input type="checkbox"/>
28 Have any promotional discounts been properly costed and justified?	<input type="checkbox"/>	<input type="checkbox"/>
29 Does the plan contain a sales forecast based on unit sales?	<input type="checkbox"/>	<input type="checkbox"/>
30 Can market research and planned promotional strategies justify this forecast?	<input type="checkbox"/>	<input type="checkbox"/>
31 Does the plan contain a profit and loss forecast for year one?	<input type="checkbox"/>	<input type="checkbox"/>
32 What will be the businesses terms and conditions?	<input type="checkbox"/>	<input type="checkbox"/>
33 How does the business plan to monitor debtors and creditors?	<input type="checkbox"/>	<input type="checkbox"/>
34 What will be the company's policy toward late payers?	<input type="checkbox"/>	<input type="checkbox"/>
35 Have all the implications of VAT on the business been considered	<input type="checkbox"/>	<input type="checkbox"/>
36 Does the plan contain a month-by-month cash flow forecast?	<input type="checkbox"/>	<input type="checkbox"/>
37 Does the plan consider the future for this market and the business?	<input type="checkbox"/>	<input type="checkbox"/>
38 How will the business monitor market and legislative changes that affect it?	<input type="checkbox"/>	<input type="checkbox"/>
39 What accounting methods will the business use and are they appropriate?	<input type="checkbox"/>	<input type="checkbox"/>
40 Does the plan contain a scheduled time plan for implementation?	<input type="checkbox"/>	<input type="checkbox"/>

This checklist is intended as a guide. It may well seem daunting to the simple one-person trader, although all the points within it should be dealt with in their business plan. It is intended for use alongside an experienced business mentor and can be used in conjunction with other business planning products including those produced by the high street banks.