

Sample Business Plan Checklist

- ✓ Executive Summary and Mission Statement
- ✓ Table of Contents
- ✓ Overview (of the business concept)
- ✓ Identification of the market opportunity
- ✓ Growth and financial objectives for the business
- ✓ Discussion of the legal form of organization and ownership
- ✓ Profile of the management team and organization chart
- ✓ Description of the market(s) to be served and location for the business
- ✓ Basis for financing the business
- ✓ Timetable for establishing the business
- ✓ The financial part of the business plan
- ✓ Projected initial capital requirement
- ✓ Projected opening day balance sheet
- ✓ Projected first year-end income statement
- ✓ Projected first year-end balance sheet
- ✓ Projected cash flow for the first year
- ✓ Projected income statements for the second through third years
- ✓ Projected balance sheets for the second through third years
- ✓ Key operating ratios
- ✓ Description of the sources of debt and equity financing for start-up and growth
- ✓ Projected return for the owners-investors