



TRADITIONAL BUSINESS PLAN CHECKLIST

USE THIS STEP-BY-STEP DOCUMENT TO CREATE A BUSINESS PLAN.



1 DESCRIPTION

- The why — your company's purpose. This should translate into a short tag line or mission statement. Include your **PROBLEM** and **SOLUTION**, too (see Step 4).

2 MARKET ANALYSIS

- Research the industry, market and competitors. Where is the opportunity for your product? For growth? Who is your target customer? How can you do it better than the competition?

3 ORGANIZATION AND MANAGEMENT

- Describe your business' legal structure, location and history. Don't forget to talk about your team and what positions you'd like to hire in the future. Include:
 - BUSINESS MODEL**, which details how you make money and describes your revenue streams
 - TARGET MARKET**, basically your customers, the channels you'll use to reach them and the interactions you'll have

4 PRODUCTS AND SERVICES

These are essentially based on:

- PROBLEM**: How does your product or service solve a problem or fill a need?
- SOLUTION**: What is the unique value your company brings to the market?

5 MARKETING AND SALES

- Develop plans to attract customers — promotion, advertising, public relations, content marketing and social media. Lay out how operations and distribution will work and set milestones and metrics for success. Finally, investigate:
 - COMPETITIVE ADVANTAGE**: What are your key activities? Identify strategies such as selling direct to consumers or using technology.

6 FUNDING REQUEST

- Outline your funding needs for the next three to five years, including projections of income, expenses, cash flow and budgets. Present details about how the money will be used. Distill this into:
 - FINANCIAL SUMMARY**, which should list expected expenses and a cost structure

7 APPENDIX

- Use this section for additional information such as product images or illustrations and supporting documents such as permits, patents, contracts, etc.