

# Business plan checklist

Solent Futures

Version: 1.0

## PRACTICAL BUSINESS PLANNING – QUICK CHECKLIST

Use the checklist to double check you've carried out all of the necessary research and have all the relevant information for your Business Plan. (Refer back to the relevant section number against each action if you've missed anything)

	<b>BUSINESS PLAN – QUICK CHECKLIST</b>	<b>YES</b>	<b>NO</b>
1	Have you chosen a trading name?		
2	Have you decided on your legal structure? e.g. sole trader		
3	Do you need additional experience or knowledge? Would you like a mentor to help with this?		
4	Have you thought about your USP's?		
5	Have you decided on your pricing strategy?		
6	Have you defined your market?		
7	Have you researched your customers?		
8	Have you researched your competitors and suppliers?		
9	Promotion, advertising and selling (off line & on line/digital marketing). Have you decided your marketing strategy, where are you going to concentrate your efforts & resources to get the most beneficial results?		
10	Have you bought or reserved a suitable domain name?		
11	Have you completed your marketing checklist?		
12	Where are you going to operate from?		
13	If/where relevant, have you thought about storage and distribution?		
14	Have you considered how you will communicate with your customers & suppliers?		
15	Will you need extra hands: freelance support you can call on when needed in the short term? Staff in the longer term?		
16	Have you completed a SWOT analysis (and reviewed your plan as a result?)		
17	Does the financial information you've pulled together reflect and agree with the written parts of your plan?		
18	Have you worked out your 'survival' income & start-up expenses?		
19	Have you considered your legal obligations before trading?		
20	Do you know how to keep accounts (including National insurance, Tax, VAT considerations)?		
21	If appropriate have you obtained licences and considered intellectual property issues?		
22	Where relevant, have you looked into planning permission? Leases? Health & safety? Insurance?		
23	Equipment (what equipment do you need now, in the short term/long term?)		
24	Have you considered your terms of trading; What you will sell your goods for? How much do you expect to sell? When do you expect to be paid?		
25	Have you got someone else to double check your Sales, Cash Flow & Profit & Loss Forecasts?		
26	Have you checked your calculations?		
27	Have you prepared the necessary background notes and assumptions to support your business plan?		
28	Have you started your Action Plan?		
29	Have you got a launch date?		

