

## Are you ready to start your business plan checklist....

1. Are you prepared to run the business yourself? Yes  No
2. Have you decided what your product(s) or service(s) will be? Yes  No
3. Have you considered other types of businesses? Yes  No
4. Do you know your financial position? Credit rating? Start up costs? Investment needs?  
Yes  No
5. Do you know the audience your business plan is for? Yes  No
6. If so who is it for?

## Do you understand the following business concepts?

Circle your answer 1-5 (1 = no, what is this? 5 = yes, I understand very well)

Business objectives	1...2...3...4...5
Target	1...2...3...4...5
Mission statement	1...2...3...4...5
Industry analysis	1...2...3...4...5
Market analysis	1...2...3...4...5
Competitor analysis	1...2...3...4...5
Strategies	1...2...3...4...5
Marketing plan	1...2...3...4...5
Management	1...2...3...4...5
Organisational structure	1...2...3...4...5
Operations	1...2...3...4...5
Financials	1...2...3...4...5
Break-even point	1...2...3...4...5
Unique Selling Point (USP)	1...2...3...4...5
Financial forecast	1...2...3...4...5
Infrastructure	1...2...3...4...5
Positioning	1...2...3...4...5
Channels	1...2...3...4...5
Profit	1...2...3...4...5
Margin	1...2...3...4...5
Benchmark	1...2...3...4...5