

BUSINESS PLAN COMPONENTS CHECKLIST

Table of contents

Executive summary

Company overview

- Mission statement
- Vision statement
- Values statement
- Listing of key products and/or services
- Business model summary
- Major business goals
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Business environment

- Industry overview
- Barriers to entry
- Market segmentation
- Ideal customer profile
- Competitor analysis
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Company strategy

- SWOT analysis
- Business model
- Business goals
- Marketing plan
- Plans for growth
- Exit strategy
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Company description

- Introductory highlights
- Products and/or services offered
- Research and development
- Operations
- Sales and marketing
- Distribution and delivery
- Customer service
- Management
- Organization
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Financial review

- Income statement
- Balance sheet
- Cash flow statement
- Financial forecasts
- Master budget
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Action plan

- Short-term goals
- Immediate objectives
- Next steps
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Appendixes

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