

# BUSINESS/FINANCES

## A BUSINESS PLAN CHECKLIST

- Cover page
- Purpose statement
- Table of contents
- Business Information
  - Business description including
    - How will your product be made and/or acquired
    - How will you service your product
  - Promotional and marketing plan (how will your product be sold)
  - Competition strategy
  - How you will run your business
  - Experience and knowledge (resume relating to business)
  - Insurance for the business
- Financial Information
  - Personal money and loans
  - Operating supplies and capital equipment
  - Balance sheet
  - Breakeven analysis
  - Cash flow
  - Profit and loss statement
  - 1, 3 and 5 year projections along with explanations
- Other Documents
  - Personal tax returns
  - Franchise or license contracts if applicable
  - Real estate lease, purchase or ownership for business
  - Business licenses, corporate entity documents, legal paperwork
  - Supplier agreements

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