



Grow. Build. Connect

Business Plan Checklist

A business plan is a formal document that outlines the goals, strategies, and action steps of an organization. It is a written document that can be used to communicate with investors, lenders, partners, and other stakeholders

✓ Section	Have You Included?
1. <input type="checkbox"/> Executive Summary	<ul style="list-style-type: none">• The key points outlined in the business plan
2. <input type="checkbox"/> Business Description	<ul style="list-style-type: none">• Nature of business• Company size and location• Business structure• Management structure
3. <input type="checkbox"/> Products / Services	<ul style="list-style-type: none">• Key features• Benefits• Pricing
4. <input type="checkbox"/> Market Analysis	<ul style="list-style-type: none">• Industry size and growth• Market share of your business• Customer buying trends• Industry outlook• Forecasted growth of your company• Target market
5. <input type="checkbox"/> Competitor Analysis	<ul style="list-style-type: none">• Market share• Pricing structure• SWOT analysis• Differentiation• Marketing activities
6. <input type="checkbox"/> Marketing plan	<ul style="list-style-type: none">• Product• Price• Promotion / advertising• Place / distribution
7. <input type="checkbox"/> Operations	<ul style="list-style-type: none">• Resources required• Tools required• Inventory management• Personnel• Others (<i>operating hours, action plans, etc.</i>)• Management plan



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8. Financial Plan

- Financial projections
- Budget and cash flow planning
- Debt management plan
- Emergency funds
- Insurance plan
- Financial requirements
- Breakeven analysis

9. Risk Analysis

- Internal risks
- External risks
- Risk management & contingency plans