

BUSINESS PLAN CHECKLIST

EXECUTIVE SUMMARY – ONE page maximum.

This is an overview of your proposed business idea. The key points from each section of your business plan will be outlined. The information in the Executive Summary comes from the body of the business plan and summarises the main points in the business plan sections. It should be written after the business plan is completed.

1 Introduction and Business Goals (including values and priorities)

This section contains important information that will explain why your business activity will succeed, demonstrating innovation and sustainability.

Explain the product/service and its features

Company innovation

Company sustainability

Company vision (future focus)

Company mission

SMART objectives and measurable innovative and sustainable outcomes

2 Marketing

Describe how you will carry out market research (secondary and primary)

Conduct, present and analyse market research results

Identify and describe your target market, and how your product/service meets the needs of this market

Competitor analysis (PMI)

Marketing mix based on market research results (4 P's)

Sales forecast

Prepare a SWOT analysis

3 Human Resources

This section describes the roles of internal and external stakeholders and how they communicate – a crucial element of your business success. Innovation may be covered by your management of the following points: