

Business Plan Checklist

KEY DETAILS

- ☐ Business name
- ☐ Date registered
- ☐ State/territory registered
- ☐ Business structure
- ☐ ABN / ACN (if applicable)
- ☐ Required licences and permits
- ☐ Contact information (name, phone, email, address)
- ☐ Online and social media details

THE BUSINESS

- ☐ Plan summary
- ☐ Our Why (motivation/inspiration)
- ☐ Vision statement
- ☐ Mission statement

OPERATIONS

- ☐ Products/services list with prices
- ☐ Production and supply chain details
- ☐ Sales and distribution channels
- ☐ Digital technology use (e.g. software, e-commerce)
- ☐ Information management systems
- ☐ Business premises description
- ☐ Stock and inventory systems
- ☐ Equipment list (with purchase/lease dates and costs)
- ☐ Intellectual property (registered or intended)

KEY PEOPLE

- ☐ List of current and required staff (with roles, skills)
- ☐ Sources of advice and support (e.g. mentors, accountants)
- ☐ Staff retention and development strategies

THE MARKET

- ☐ Clear definition of the market problem
- ☐ Business solution and unique selling point
- ☐ Target market demographics
- ☐ Advertising and promotion strategy
- ☐ Competitor analysis (3 competitors, strengths/weaknesses)
- ☐ Pricing strategy
- ☐ SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)
- ☐ Actions to address weaknesses and threats

RISK MANAGEMENT

- ☐ Risk assessment (including likelihood and mitigations)
- ☐ Business insurance (types and details)
- ☐ Succession plan
- ☐ Legal compliance (industry-specific laws and regulations)

GOALS AND ACTIONS

- ☐ 12-month goals and action plan
- ☐ 3-year goals and action plan
- ☐ Responsible persons and due dates for each action

FINANCIALS

- ☐ Finance needed (amount and purpose)
- ☐ Sources of funding (loans, investment, own funds)
- ☐ Summary of current financials (cash flow, profit/loss, assets)
- ☐ 3-year balance forecast
- ☐ 3-year profit and loss forecast
- ☐ 12-month cash flow forecast

SUPPORTING DOCUMENTS

Attach where applicable:

- ☐ Balance sheet forecast (with assumptions)
- ☐ Previous year's balance sheet
- ☐ Cash flow forecast and last year's cash flow
- ☐ Profit and loss forecast and last year's statement
- ☐ Market research findings
- ☐ Staff resumes