

Business Plan Check

The **Business Plan Check** identifies whether or not the following information is in your draft plan. It evaluates completeness, not business feasibility.

| Products/Services | Yes/No |
|---|--------|
| Description of the business's products/services | |
| Where the products/services will be sold | |
| Pricing structure | |
| The need or problem the product/service solves | |

| Market | Yes/No |
|--|--------|
| Description of target customers | |
| Identification and description of trade area | |
| Description of the competition | |
| Explanation of what will set the business apart from the competition | |
| Plans for marketing the business | |

| Industry | Yes/No |
|--|--------|
| Trends in the industry | |
| The biggest problem(s) facing the industry | |
| Opportunities in the industry | |

| Operations/Management | Yes/No |
|---|--------|
| The owner's role in the business | |
| The number of employees, their roles, and wages | |
| Explanation of how the business will operate | |

| Budget | Yes/No |
|--|--------|
| Monthly sales and expense projections for one year | |
| Explanation of how budget numbers were developed | |

| Project Cost & Financing | Yes/No |
|--|--------|
| A list showing the breakdown of the total project cost | |
| The amount the owner is contributing towards the project | |
| The needed loan amount (if any) | |
| Collateral for the loan (if applicable) | |

Business Name _____ Date Completed _____

Address all topics listed to complete your plan. Once your business plan is finished, you can request a full business plan review from an ASBTDC consultant.