

Business Plan Checklist

Please note that the elements of your business plan might vary depending on the nature of your business and in some cases, your lender's requirements. For a list of resources to help you develop each of the areas outline below, please refer to our [Business Plan Resources Guide](#).

Check out the [Business Planning section](#) of the Women's Enterprise Centre business resource library to help you through each section.

✓ SECTION	HAVE YOU INCLUDED?
<input type="checkbox"/> 1. Executive Summary	<ul style="list-style-type: none"> • Max one page summary of key points covered in your plan (<i>including high level description of your company and products/service, proposed sources and use of funds, competitive advantage</i>)
<input type="checkbox"/> 2. Description of Company	<ul style="list-style-type: none"> • Nature of business • Brief history of business (<i>including when and by whom it was started, company structure</i>) • Company Size and Location (<i>relative to their market</i>)
<input type="checkbox"/> 3. Description of Product/Service	<ul style="list-style-type: none"> • Key features and benefits • Pricing
<input type="checkbox"/> 4. Market Analysis	<ul style="list-style-type: none"> • Industry Analysis (<i>including trends, opportunities and threats, competitive analysis, main competitors, etc.</i>) • Market Research (<i>proof that there is demand for your product/service</i>) • Target Market (<i>who are your typical customers, how do they behave, what are their characteristics</i>) • Market Niche
<input type="checkbox"/> 5. Marketing Plan	<ul style="list-style-type: none"> • Pricing • Product Positioning • Promotion/Advertising • Sales and Distribution
<input type="checkbox"/> 6. Operations	<ul style="list-style-type: none"> • Production or Procurement (<i>describe the processes required to run the business</i>) • Inventory Management • Personnel • Others (<i>e.g. hours of operation, licenses and permits required, one-year action plan, etc.</i>)

<p><input type="checkbox"/> 7. Financial Plan</p>	<ul style="list-style-type: none"> • Historic Financial Statements (<i>if it is an existing business</i>) • Financial Projections (<i>cash flow projections for a minimum of 12 months based on unit sales forecast, if possible include sensitivity analysis</i>) • Financing Requirements & Capital Purchases (<i>including funds required, use of funds, proposed repayment terms</i>) • Breakeven Analysis • Accounts Payable and Receivable
<p><input type="checkbox"/> 8. Risk Analysis and Contingency Plan</p>	<ul style="list-style-type: none"> • Competitive Reaction • External Risks • Internal Risks • Risk Management & Contingency Plans
<p><input type="checkbox"/> 9. Supporting Materials</p>	<ul style="list-style-type: none"> • You can include photographs of the product or space, resume of the key members of the management team, letters of intent, letters of support, etc.

STILL HAVE QUESTIONS? WE CAN HELP!

Women's Enterprise Centre is the leading business resource for existing and aspiring BC women entrepreneurs. We provide business loans up to \$150K, business skills training, personalized business advice, mentoring, practical resources and a supportive community to help women business owners gain the skills, mindset, financing and networks they need to realize their business potential.

We offer free business advisory services for entrepreneurs in all stages of business. **Plan to succeed today with our personalized support.**

Call **1.800.643.7014** or email inquiry@womensenterprise.ca