

# Business Plan Checklist

Written by: Women's Enterprise Centre

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"> <li>• Max one-page summary of key points covered in your plan <i>(including high-level description of your company and its products/services, proposed sources and use of funds, competitive advantage)</i></li> </ul>
<input type="checkbox"/> 2. Description of Company	<ul style="list-style-type: none"> <li>• Nature of business</li> <li>• Brief history of business <i>(including when and by whom it was started, company structure)</i></li> <li>• Company size and location <i>(relative to your market)</i></li> </ul>
<input type="checkbox"/> 3. Description of Product/Service	<ul style="list-style-type: none"> <li>• Key features and benefits</li> <li>• Pricing</li> </ul>
<input type="checkbox"/> 4. Market Analysis	<ul style="list-style-type: none"> <li>• Industry analysis <i>(including trends, opportunities and threats, competitive analysis, main competitors, etc.)</i></li> <li>• Market research <i>(proof that there is demand for your product/service)</i></li> <li>• Target market <i>(who your typical customers are, how they behave, their characteristics)</i></li> <li>• Market niche</li> </ul>
<input type="checkbox"/> 5. Marketing Plan	<ul style="list-style-type: none"> <li>• Pricing</li> <li>• Product positioning</li> <li>• Promotion/advertising</li> <li>• Sales and distribution</li> </ul>

<input type="checkbox"/> <b>6. Operations</b>	<ul style="list-style-type: none"> <li>• Production or procurement (<i>describe the processes required to run the business</i>)</li> <li>• Inventory management</li> <li>• Personnel</li> <li>• Others (<i>e.g. hours of operation, licenses and permits required, one-year action plan, etc.</i>)</li> </ul>
<input type="checkbox"/> <b>7. Financial Plan</b>	<ul style="list-style-type: none"> <li>• Historic financial statements (<i>if it is an existing business</i>)</li> <li>• Financial projections (<i>cash flow projections for a minimum of 12 months based on unit sales forecast; if possible, include sensitivity analysis</i>)</li> <li>• Financing requirements &amp; capital purchases (<i>including funds required, use of funds, proposed repayment terms</i>)</li> <li>• Break-even analysis</li> <li>• Accounts payable and receivable</li> </ul>
<input type="checkbox"/> <b>8. Risk Analysis and Contingency Plan</b>	<ul style="list-style-type: none"> <li>• Competitive reaction</li> <li>• External risks</li> <li>• Internal risks</li> <li>• Risk management &amp; contingency plans</li> </ul>
<input type="checkbox"/> <b>9. Supporting Materials</b>	<ul style="list-style-type: none"> <li>• You can include photographs of the product or space, resumes of the key members of the management team, letters of intent, letters of support, etc.</li> </ul>

**STILL HAVE QUESTIONS? CONNECT WITH US!**

*Women's Enterprise Centre is a non-profit organization devoted to helping BC women start, lead and grow their own business. If you own a business, or are thinking of starting one, connect with us for business loans up to \$150K, skills training, personalized business advice, mentoring, practical resources and a supportive community to help you realize your business potential.*