

<Company Name>

<Your Name>

Business Planning Checklist

The following checklist will be beneficial in helping you make sure your business plan is complete to the course requirements. Check off the items you have completed, comment on each assignment as listed and finish those you have not.

Activity	Comment	Completion Update	Assignment Date
Cover Page - no page number			
Table of Contents - have page numbers associated w/major sections			
Header - Name of business in header- upper left - Your name - upper right header			
Footer - Page number - bottom center footer			
Font Information - only one font in the body of your paper, however you may use a different font for your titles			
Spacing and Alignment - Single space the entire paper - Left Align or use Full Justification - No widows or orphans (2 lines of a section minimum at page breaks)			
Citing - All citing is done appropriately - including citing within the document and all graphs, tables, image are cited as well			
I. Introduction:			
Executive Summary			
LEAN IN Canvas of your Business Plan			
Self Analysis			
II. Analysis of Business Situation			
Trade Area Analysis: Geographic Analysis			
Trade Area Analysis: Competitive Data this includes SWOT			
III. Market Segment Analysis:			
Market Segment Analysis Demographic & Psychographics			
Includes Demo & Psycho analysis and conclusion			
IV. Analysis of Location:			
Location - Floor Plan			
V. Proposed Organization:			
Type of Ownership			
Proposed Organization: Management	this item is no longer required in your Business Plan		
VI. Proposed Product or Service: Proposed Product /Service			
PPoS: Suppliers			
PPoS: Equipment			
VII. Proposed Marketing Strategies:			
Pricing Polocies & Promotional Strategies			
VIII. Financing and Investment Sources			
Financing: Sales Forecast	this item is no longer required in your Business Plan		
Financing: Building Costs	this item is no longer required in your Business Plan		
Financing: Financing and Financing Fund Sources			
IX. Conclusion			
Annotated Bibliography - Must be in alphabetical order - minimum citations is 10 - avoid Wikipedia			
*Appendix:			
Selection Lette			
Print AD			
Business Card			
Other			
Other			

*Note: Include in the appendix any exhibits appropriate to the written entry, but not important enough to include in the body; these might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, logo, etc.