



Hogg, Shain & Scheck
404-2255 Sheppard Avenue East
Toronto, Ontario, M2J 4Y1

Tel: 647.557.7591
Fax: 416.499.4449

Checklist for Preparing a Business plan

Have you included?

- An introductory letter
- A title page
- A summary statement – brief description of your business
- Background information
 - Legal status of your firm
 - Start-up of your enterprise
- A description of the industry
 - Principal characteristics
 - Trends
 - Players
 - Barriers
- A description of your product or service
 - Assessment of strengths and weakness
 - Patents, trademarks, copyright protection
 - Technology you will be using
- A description of your management team
 - An organization chart
 - Management compensation
 - Resumes
- Your marketing plan
 - Assessment of total market

- Assessment of competition
- Your pricing policy
- Your distribution policy
- Your services and warranties
- Assessment of target market
- Assessment of your marketing advantage
- Your selling policy
- Your advertising / promotion plan
- A description of the land, buildings and equipment you will need
 - Location
 - Land requirements
 - Equipment requirements
- A description of how you will operate
 - Work flow
 - Inventory control
 - Suppliers and material
 - Suppliers
- Personal references
 - From banks
 - From professionals
 - From former employers
- A financial plan
 - Your capital requirements
 - Cash flow budgets
 - Pro forma balance sheet
 - Personal balance sheet, including your personal net worth
 - Projected income statements
 - Break-even chart
 - Your sources of financing
- Risk and problems associated with your business and how to resolve them
 - Worst case scenarios
 - Avoidance of risk
 - Impact of risk
 - Environment risk