

# PROSPERA

## BUSINESS PLAN OVERVIEW CHECKLIST

### COVER PAGE

Professional, attractive and contains the following:

- ☐ Exact legal name of business, physical address, mailing address, and phone number
- ☐ Owner name, mailing address, and phone number
- ☐ Email addresses and Website addresses
- ☐ Business logo
- ☐ Date of business plan

### EXECUTIVE SUMMARY

The final part of the business plan to be written, ideally one page or less in length. The goal is to capture the readers' attention by briefly summarizing the business plan - CONVINCE US!

*Important details to include:*

- ☐ Provide a concise explanation of the business
- ☐ Market size and market needs
- ☐ Your Company's Unique Qualifications
- ☐ Financing Needs
- ☐ Management/Ownership
- ☐ Marketing plan summary
- ☐ Financial plan summary

### ORGANIZATION/OPERATION PLAN

Detailed description of the business to include:

- ☐ Mission statement and business goals
- ☐ Business Description summary
- ☐ Date founded and by whom
- ☐ Location and facility
- ☐ Legal Structure / Form and ownership
- ☐ Key officers and management team
- ☐ Personnel
- ☐ Production/services methods
- ☐ Accounting and Recordkeeping
- ☐ Billing and collection process
- ☐ Insurance

### MARKETING PLAN

Provide a summary of your marketing plan with goals and results in the following sections:

#### **Industry Trends**

Describe recent trends in your industry?

- ☐ Market dynamics
- ☐ Growth rates
- ☐ Consumer behavior
- ☐ Future projections/changes

#### **Target Market**

Detailed description of the demographics, characteristics and behaviors of the audience for your product/service:

- ☐ Who, What, When, Where

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865 Technology BLVD, Suite A, Bozeman, Montana 59718

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## **Competitive analysis**

*Describe your capacity to compete in your target market by including the following information:*

- ☐ How many competitors are there in the marketplace?
- ☐ Who are your competitors?
- ☐ Where does your business fit in the marketplace?
- ☐ What market segment niche are you pursuing?
- ☐ How will your business gain a competitive advantage?
- ☐ Compare products/services, people, pricing, place and promotional strategies
- ☐ Distinguish why you are different from competition and why the customer will buy from you instead

## **Distribution Channels**

Describe all the activates involved in getting the right quantity of your product to your customers at the right time and at a reasonable cost including:

- ☐ How your product reaches the customer
- ☐ Specific methods of delivery
- ☐ Plans for growth

## **Pricing Strategy**

Determined through market research and an analysis of financial considerations:

- ☐ Explanation of the company's pricing strategy and structure: including production costs, market demand, and the value perceived by customers.)
- ☐ Outline how the pricing strategy aligns with the overall financial goals
- ☐ Confirm pricing strategy with financial projections in your cash flow

## **Promotional Plan**

An effective marketing communication program uses advertising and promotion to connect to potential customers and should include:

- ☐ Strategies and tactics
- ☐ Evaluation of promotional opportunities
- ☐ Financial resources needed for promotional activities
- ☐ Timeline

## **FINANCIAL PLAN AND FINANCIAL DOCUMENTS**

The Financial plan will include important information to preface a business's financial projections. The plan must include a summary of the financial projections in the narrative or text portion and also demonstrated with numerical examples (ie charts). Full financial projections and statements should appear in the Financial Documents section.

- ☐ How much funding is needed
- ☐ Purpose of the funds ((inventory, equipment, leasehold improvements, working capital, etc)
- ☐ Proposed sources of funding (bank term loan, bank Line of Credit, owners' equity, investors, etc.).
- ☐ Description of assumptions including: average sale per customer, seasonality, units sold, break-even analysis, operating margins, growth, etc.
- ☐ Risk and contingencies

### **Financial Documents** (Include completed Prospera Financial Projections template)

- ☐ Source and Use of Funds
- ☐ Start-up expenses (include description and cost)
- ☐ 3-Year Cash Flow
- ☐ 3-Year Profit and Loss/Income Statement
- ☐ 3-Year Balance Sheet
- ☐ Revenue estimate

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## **SUPPORTING DOCUMENTS AND ATTACHMENTS**

Include as applicable to the business:

- ☐ Copies of personal financial statement and credit reports
- ☐ Three years of personal and business (if applicable) tax returns
- ☐ Copies of lease or rental agreements and other contracts or legal documents
- ☐ Copies of business licenses and permits (if required)
- ☐ Copies of insurance policies
- ☐ Resumes
- ☐ Organization chart and detailed job descriptions
- ☐ Personal and business letters of reference
- ☐ Samples of marketing materials (business cards, brochures, ads, flyers, price lists, etc)
- ☐ Schematic of floor plan, signage, and picture of business location
- ☐ Product endorsements
- ☐ Proof of compliance with particular legal requirements for your type of business (for example, medical license for health care provider)
- ☐ Articles of Incorporation, Partnership Agreement

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