**Business Plan Review Checklist**

If you are writing a business plan, remember it must grab the reader’s attention QUICKLY!

Here’s a useful checklist of the things a reader is likely to consider when reading the plan, especially the executive summary:

|  |  |
| --- | --- |
|  | Completed |
| **Strategy** |  |
| 1. Do they have a strategic vision of where the business is going?
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| 1. Does the business plan describe how they are going to achieve their vision?
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| 1. What is unique about this business?
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| 1. Does the business plan show an exit route?
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| **Marketing** |  |
| 1. Is this business attractive?
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| 1. Have they done market research and is it corroborated?
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| 1. Do they know their market position and where they want to be in that market?
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| 1. Is there a SWOT (strengths, weaknesses, threats and opportunities) analysis with corrective actions?
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| **Management** |  |
| 1. Has the management/business got a track record?
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| 1. Do they have a “proper” management structure?
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| 1. Do we have confidence in the management to deliver the strategic vision?
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| 1. Is the business model structured and achievable?
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| **Operations** |  |
| 1. Are they using technology efficiently?
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| 1. Do they use the latest IT?
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| 1. Are they compliant with legislation and other regulations (e.g. GDPR, ISO etc.)?
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| 1. Is delivery of product/service in line with industry practice?
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| **Finance** |  |
| 1. Does the finance they require look realistic?
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| 1. What is the return for any investor?
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| 1. What is the breakeven point?
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| 1. Are assumptions made in the plan realistic?
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| 1. Does the business plan specify how the money will be used and the benefits?
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