

Business Plan Worksheet

Preliminary Business Concept Analysis

In one sentence, describe your business concept:

What is your business service or product?

How long do you estimate that it will take to develop this service or product to the point of being ready for the public?

What are the estimated costs of development of this product or service?

Why do you think that this business concept will succeed?

Who is your target market?

Is this market readily identifiable?

What are the buying patterns of this market?

Is there sufficient advance interest in this type of product or service?

What are your expected annual sales/revenue volumes?

Year one: \$ _____
Year two: \$ _____
Year three: \$ _____
Year four: \$ _____
Year five: \$ _____

Company Description

What is your company's mission?

What is the type of business entity of your company? *S-Corporation*

Who will be the directors of the company?

Who will serve as the officers of the company?

President: _____

Vice President: _____

Treasurer: _____

Secretary: _____

What will the physical location of your company be?

Where will be the company's main place of doing business?

Will there be any additional locations for the company?

What geographic areas will your company serve?

What are the long-term plans for the business? (Expand, go public, sell to competitor, etc.)

Industry Analysis

In what industry will your company operate?

What is the overall size of the industry?

What is the growth rate of the industry?

What are any seasonal or business cycles in the industry?

What have been the main technological advances in the past five years?

What are projected technological advances in the industry for the next five years?

Do any industry standards apply to your business?

Are there any government regulatory approvals or requirements?

Are there any local or state licenses necessary for the service or product?

What are the main trade or business associations in your industry?

To which associations do you currently belong?

Product or Service Analysis

Description of product or service:

What is the main purpose of the product or service?

Is it a luxury item or a necessity?

What are the unique features of your product or service? (Cost, design, quality, capabilities, etc.)

What is the life of the product or service?

How does this product/service compare with the state-of-the-art for the industry?

In what stage is the development of the product? (Idea, model, prototype, full production, etc.)

Describe the company's facilities:

How will the product be produced or the service provided?

Is it labor- or material-intensive to produce or supply?

What components or supplies are necessary to produce or supply this product?

Has the service or product been the subject of any engineering or design tests?

What types of quality control will be in place in the business?

Are there any special technical considerations?

What are the maintenance or updating requirements for the product/service?

Can the product be copyrighted, patented, or trade- or service-marked?

Are there other products, services, or spin-offs that will be developed and marketed in future years?

Are there any known dangers associated with the manufacture, supply, or use of the product/service?

What types of liabilities are posed by the product, service, or any other business operations?

To employees: _____
To customers: _____
To suppliers: _____
To distributors: _____
To the public: _____

Are there any litigation threats posed by this business?

Are there any other problems or risks inherent in this type of business?

What types of insurance coverage will be necessary for the business?

What are the costs of the needed insurance coverage?

What steps will be taken to minimize any potential liabilities, dangers, or risks?

Business Operations

Describe the type of facilities that your business will need to operate:

Estimate the cost of acquiring and maintaining the facilities for two years:

Describe your production plan or service plan:

How will orders be filled and your product or service delivered?

Will you work through any wholesalers or distributors?

Who will be the main wholesalers/distributors?

Describe the equipment or machinery that you will need for your business:

Who will be the main suppliers of this equipment?

What are the estimated costs of obtaining this equipment?

What type of inventory will you need?

Who will be the main suppliers of the inventory?

Estimate the costs of obtaining sufficient inventory for the first two years of operation:

Management Analysis

What will be the organizational structure of the company? (Include an organizational chart)

Who will manage the day-to-day affairs of the company?

Describe the management style of the central manager:

What are the qualifications of the main management?

What type of workforce will be necessary for your business?

How many employees will be needed?

Initially: _____
First year: _____
Second year: _____
Third year: _____
Fourth year: _____
Fifth year: _____

What are the job descriptions of the employees?

What job skills will the employees need?

Are employment and hiring/firing procedures and guidelines in place?

What will be the hourly wages or salaries of the employees?

Salaried: _____

Full-time: _____

Part-time: _____

Will any fringe benefits be provided to employees?

Sick pay: _____

Vacation pay: _____

Bonuses: _____

Health insurance or benefits: _____

Profit-sharing or stock options: _____

Other benefits: _____

Estimate the annual cost for employee compensation for the first two years of operations:

Will you need to contract with lawyers, accountants, consultants, designers, or specialists?

Who will be the outside contractors you will use?

Estimate the annual cost of outside contractors for the first two years of operations:

Is the business bookkeeping system set up and working?

Are business bank accounts set up?

Are there administrative policies set up for billings, payments, accounts, etc.?

Supporting Documentation

Do you have any professional photos of the product, equipment, or facilities?

What contracts have already been signed?

Does the company hold any patents, trademarks, or copyrights?

Have the company's incorporation papers been filed with the state and received?

Do you have any samples of advertising or marketing materials?

Do you have references and resumés from each of the principals in the business?

Do you have personal financial statements from each of the principals in the business?

Have you prepared a time line chart for the company's development for the first five years?

Have you prepared a list of the necessary equipment, with a description, supplier, and cost of each item noted?

Have you prepared current and projected balance sheets and profit/loss statements?