



 upmetrics

# The Business Plan Checklist

Use this checklist to measure where you are in process of collecting the necessary information and writing your business plan.

# Hi There!

Thanks for downloading this Checklist.



You Can Edit This Version To Fit Your Needs!

## Business Plan Checklist

A business plan consists of several major elements and it is easy to miss one or two if you don't have a proper checklist of all the sections.

However, you don't need to worry. We've got you covered. Through this checklist, you can write your business plan and navigate through the planning process faster, and make sure you don't miss out on important sections.

Also, it'll help you understand where you currently stand with your planning process and how far you'll have to go.

### Do you want to plan your business faster?

Upmetrics can help you at every step of writing your business plan. So, what are you waiting for!



**Start writing your business plan today!**

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**Also, it'll help you understand where you currently stand with your planning process and how far you'll have to go:**

## **Important questions to ask yourself:**

1. Does my product fit in the market?
2. Does it provide a unique solution to a market problem?
3. Do I know everything about my product?
4. Is my business idea valid?
5. Do I know my competitors?
6. Do I know my customers?
7. Do I know a sufficient amount of people to help me through roadblocks?
8. Do I know my funding requirements and how I would fulfill the same?

## **Important points to cover while you research:**

1. Do I know the industry thoroughly?
  2. Do I know the amount of impact my competitors would have on my business?
  3. Have I noted important points to center my research around?
  4. Does my research cover everything about my target audience?
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5. Have I noted important points from my competitor's business strategy, are there important things that I can learn from the same?
6. Are the resources I am using for my research reliable?
7. Does my research provide me with enough data to help me strategize well?

**Start Planning for your business with Upmetrics Now  
(Get 10 % Off on your First Purchase)**



## Analyze Problems Thoroughly

1. Have I analyzed the business problem thoroughly?
2. Do I know who it impacts?
3. Have I identified the cause behind the problem?
4. Do I know why it needs to be fixed?

## Figure Out a Solution

1. Have I selected the most viable solution?
2. Have I checked its validity?
3. Have I made a strategy to convince people that my solution would work?

## Set Clear Goals

1. Do I have clear business goals?
2. Have I broken it down into achievable milestones?
3. Do I have a to-do list that'll be helpful while achieving my goals?

## **Develop Products Optimally**

1. Is my product or service needed?
2. Do I need to optimize it?
3. Do I have a pricing strategy?
4. Do I know my competitive advantage?
5. Do I have an inventory to optimize my product?
6. Do I have a proper distribution system in place?
7. Do I have proper permits and licenses for my product or service?
8. Do I know the lifecycle or stage of my product?

## **Formulate a Marketing Strategy that Works**

1. Is my marketing strategy centered around my target audience?
2. Does my campaign give out a clear message?
3. Can the consumers resonate with it?
4. Is there scope to improve it?
5. Is my strategy flexible?
6. Does it help my product stand out?
7. Have I identified my market segment?

## **Organize your Finances**

1. Do I have a budget for everything?
  2. Do I have financial backing for worst-case scenarios?
  3. Do I have a projected balance sheet?
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4. Do I have a projected cash flow?
5. Do I have projected profits?
6. Do I have a revenue stream?

## **Write a Brilliant Executive Summary**

1. Do I have a summary of my business plan?
2. Do I have a vision statement?
3. Does my executive summary give a clear message to my investors?
4. Do I have a marketing summary?
5. Do I have a financial summary?
6. Have I included a summary of my management system and team?
7. Does my executive summary give a clear incentive to an investor?

## **Update your Plan at the Right Time**

1. Is my plan customizable?
2. Do I have a progress tracking system in place?
3. Do I have a timeline for updating my plan?
4. Can my plan make space for impromptu changes if the need arises?
5. Is my plan written well enough to grow alongside my business?

The above checklist can act as a guideline while you plan your business and ensure that you do not miss out on important elements of a business plan.



Business planning can be overwhelming, but it doesn't need to be. With the above checklist, you'll be able to write a comprehensive and well-rounded business plan.

Do you still need more help while planning your business?

If yes, then don't worry.

With Upmetrics, business planning has been made easier and faster. Our online business plan software covers all the aspects from planning to forecasting to help you on each step of writing your business plan.

So, what are you waiting for!

**Get Upmetrics Now**