



Montana Women's
BUSINESS CENTER

BUSINESS PLAN OVERVIEW CHECKLIST

EXECUTIVE SUMMARY

- ✓ The final part of the business plan to be written
- ✓ Goal is to capture the readers' attention by briefly summarizing the business plan
- ✓ *Important details include:*
 - Provide a concise explanation of the business
 - Market size and market needs
 - Qualifications
 - Management/Ownership
 - Marketing plan summary
 - Financial plan summary

ORGANIZATION/OPERATION PLAN

- ✓ *Detailed description of the business to include:*
 - Name and description of what the business does
 - Date founded and by whom
 - Location and facility
 - Form and ownership
 - Mission statement and business goals
 - Key officers and management
 - Personnel
 - Production/services methods
 - List of vendors and terms
 - Quality control
 - Supplies
 - Recordkeeping policies and procedures
 - Billing and collection process
 - Insurance

MARKETING PLAN

Target Market

- ✓ Definable, meaningful, sizable and reachable
- ✓ *Describe the audience for your product/service:*
 - Demographic** (age, gender, income, ethnic background, education and occupation)
 - Geographic** (climate, region and population density)
 - Behavioral** (attitude towards product/service, user status, usage rate)
 - Psychographic** (interests, lifestyle, activities, attitudes and values)

Competition

- ✓ *Describe your competition in the market, by including the following information:*
 - How many competitors are there in the marketplace?
 - Who are your competitors and who will be 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?
 - Direct competition:** a business offering the same product/service to the same market
 - Indirect competition:** a company with the same product/service but with a different market

Competitive advantage

- ✓ *Detailed description of the business to include:*
 - Perform SWOT Analysis:** analyzing the competitors' Strengths, Weaknesses, Opportunities and Threats
 - 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

Pricing Strategy

- ✓ *Determined through market research and an analysis of financial considerations:*
 - Price within the range between the "price ceiling" and the "price floor"
 - **Price ceiling:** determined by the market and the highest cost the consumer will pay based on perceived value, quality and demand
 - **Price floor:** lowest amount, while meeting costs and desired profit
 - Be specific on price structure and leave room for some flexibility
 - Confirm pricing strategy with financial projections in your cash flow

Distribution Channels

- ✓ *Describe all the activities involved in getting the **right quantity** of your product to your customers at the **right time** and at a **reasonable cost** including:*
 - Incoming supplies and the channels between the company and end user
 - How the product reaches the customer
 - Specific methods of delivery
 - How payments are received

Promotional Plan

- ✓ *Using all means of communication available to get the message to your customers*
- ✓ *An effective marketing communication program uses advertising and promotion to connect to potential customers and should include:*
 - Research promotional opportunities before investing (*readership, cost, audience, frequency, etc.*)
 - An annual calendar of promotional activities to a variety of initiatives including: Marketing collateral, signage, company website, media (print and broadcast), online advertising, premium items, direct mail, email marketing, social media, public relations, sampling, personal selling and networking

Business Goals, Keys to Success and Future Plans

- ✓ A strong marketing strategy is the road to success
- ✓ Summarize marketing plan with goals and results
- ✓ Use future planning throughout the marketing plan
- ✓ 3-5 year planning supports growth potential

FINANCIAL PLAN

- ✓ *Must include important information to preface a business's financial projections on the cash flow, income statement and balance sheet including:*
 - A narrative overview of how the business is being financed (bank term loan, bank Line of Credit, owners' equity, investors, etc.) and how the funds will be used (inventory, equipment, leasehold improvements, working capital, etc.)
 - A list of start-up expenses (include description and cost)
 - Reasonable sales assumptions including: average sale per customer, seasonality, units sold, break even analysis, operating margins, growth, etc.
- ✓ Complete cash flow projections template provided by Montana WBC, which includes Source and Use of Funds, 3-Year Cash Flow, 3-Year Profit and Loss/Income Statement and 3-Year Balance Sheet