

Kentucky Office of Vocational Rehabilitation

Business Plan Checklist

Business Plan Sections

Executive Summary- concisely state key points of the Business Plan. This should be written last, although it will be the first portion of the plan the reader sees. This serves as the company's introduction and explains what the company does. It should be 1 to 2 pages at the most.

Product or Service- Who is your current and potential customer? A description of the product or service, including any aspects making it unique and marketable. What is the value that you are trying to deliver to your customers? What problems are you trying to help solve?

The Market- assessment of available customers, supported by local demographics and market research (the types of people living in your area).

The Industry- assessment of competitors in operation or planning to establish territories in the area. The plan should state why this business would be preferred over competitors.

Marketing (Distribution and Pricing)- What is your target market? What are the benefits and risks to consider with the business? Is there a plan for marketing, including schedule, marketing channels (getting the product to the customer), cost / benefit analysis, and alternatives.

Production Costs- estimated cost of production, including facility, supplies, salaries, licenses, taxes, insurance, shipping, transportation, and utilities.

Management- listing of all persons involved in the business along with credentials and experience they will contribute, and proposed work schedules, and responsibilities. This information may work best in a table.

Financing- information may work best in a table, analysis of equity / debt structure. If a loan is taken, this section should include the schedule for repayment. Anticipated return on investment should be realistic. New businesses often take 1 to 3 years to turn a profit).

The majority of funding for small businesses comes from investors or lenders who will closely scrutinize the financial section of the Business Plan.

The goods or services provided by Vocational Rehabilitation are not to be included in the Profit and Loss Statement portion of the Business Plan.

Cash Flow Projection-What money is or will be coming into the business, and what money is or will be going out?