

# Business Plan Check List

Your business plan is the poster child for your business idea. You are presenting your company and want to convince investors, the JobCenter, or employment agency about your entrepreneurial qualities. Taken with the financial plan, the business plan is the most important foundation for getting your start into self-employment.

The business plan should be clearly and logically structured. The presentation must be factual, concise and understandable. Any and all topics that could interest readers should be presented both concisely and completely.

## 1. Summary

- Name of the business and the founder
- Company's purpose
- Brief description of the product/service and its value for customers
- Characterisation of the market
- Overall capital requirements
- Expected company starting date

## 2. Company and Person

- Founder (qualifications, professional skills and experience; previous entrepreneurial experience and how all of the above applies to the company)
- The legal structure for the business and the reasoning for choosing that structure
- If several people are founding this business: Ownership structure

## 3. Business Idea/Product

- What's special about the business idea and/or about the offering
- Exact description of the product/service
- Customer value
- The product's strengths and weaknesses
- Future trends for the product
- Business goals

## 4. Market Overview

- Market sales volumes, market trends
- Customers: Customer groups, customers' needs/problems, value of the offering
- Competition: Competitors, price comparison, your company's strengths and weaknesses as compared to the competition
- Location: Description of the location, advantages/disadvantages, future development of the location

## 5. Marketing: How do I convince potential customers about my offering?

- Sales strategy
- Price and price strategy
- Price calculation/Pricing
- Advertising strategy
- Costs/Expenses

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## 6. Company Organisation

- Company departments and tasks
- Development of the departments
- Responsibilities
- Qualifications for potential employees

## 7. Opportunities and Risks

- Description of the three biggest opportunities and their probability of happening
- Description of the three biggest risks and their probability of happening
- How these would impact the business
- Company viability in the worst-case scenario

## 8. Financing

- Capital requirements/Investment plan
- Private expenses/earnings
- Financial plan/Budget
- Liquidity plan
- Earnings forecast/Profitability calculation

## 9. Documentation (as needed)

- Curriculum vitae, references, financial statement, draft agreement, market analyses, feasibility study