

# ARE YOU “BUSINESS READY”?

## BUSINESS PLANNING CHECKLIST

### 1. KNOW YOUR STRUCTURE

- Sole Trader
- Company
- Partnership

### 2. KNOW YOUR PRODUCT/SERVICE

- What are the strengths
- What are the weaknesses
- What are the opportunities
- What are the threats
- What is the point of difference

### 3. KNOW YOUR MARKET

- Who are the key customers
- Who are the key suppliers
- Who are the key competitors

### 4. KNOW YOUR MARKETING STRATEGY

- How and where is business promoted
- What are the special offers, if any
- Social media v Traditional marketing

### 5. KNOW YOUR NUMBERS

- What are the budgets, projections, cashflow
- How is the product/service priced
- What is the break-even point
- How is the business funded

### 6. KNOW YOUR FUTURE GOALS

- 6 months
- 12 months
- 3 years