

75 Questions Every Business Plan Should Answer

Section 1: Executive Summary & Business Overview

1. What is your business's legal name, legal structure (Sole Proprietorship, LLC, S-Corp), and what is your business's mission and vision statement?
2. What problem does your business solve for its customers?
3. How does your business solve that problem in a unique way?
4. What are your top three strategic priorities for the next year?
5. What are your key metrics for success (revenue, customer acquisition cost, profit margin)?

Section 2: Market Analysis

6. Who is your target customer? Describe them in detail (demographics, psychographics, etc.).
7. What is the size of your target market, and what is its growth potential?
8. Who are your primary competitors?
9. What are your competitors' strengths and weaknesses?
10. What is your unique value proposition that differentiates you from the competition?
11. What are the key market trends in your industry?
12. What are the barriers to entry in this market?
13. What is your competitive advantage (price, quality, service)?
14. How will you maintain your competitive advantage as the market evolves?
15. What are the potential threats in the market (new competitors, changing regulations)?

Section 3: Products and Services

16. What products or services are you offering?
17. What are the features and benefits of your products or services?
18. What is the current stage of development for your product or service?
19. How do you plan to handle research and development for new offerings?
20. What is your intellectual property strategy (patents, copyrights, trademarks)?
21. What is the product life cycle for your offering?
22. How will you ensure the quality of your products or services?
23. What are your plans for future product or service expansions?
24. How will you deliver your product or service to customers?
25. What is your pricing strategy?

Section 4: Marketing and Sales Plan

26. What is your marketing budget?
27. How will you reach your target customers?
28. What marketing channels will you use (social media, email marketing, content marketing)?
29. How will you measure the effectiveness of your marketing efforts?
30. How will you build and maintain customer relationships?
31. What is your sales strategy?
32. What is your sales process, from lead generation to closing a sale?
33. How will you manage and track your sales pipeline?
34. What is your customer retention strategy?
35. How will you handle customer inquiries and complaints?

- 36. What is your plan for public relations or media outreach?
- 37. How will you use your website and/or physical location to support your sales efforts?
- 38. What is your plan for engaging with the community and building a brand reputation?
- 39. What key performance indicators (KPIs) will you track for your sales and marketing efforts?
- 40. What is your plan for strategic partnerships or alliances?

Section 5: Operations Plan

- 41. What are the key operational processes in your business?
- 42. What equipment, technology, and resources will you need?
- 43. What is your supply chain management strategy?
- 44. How will you manage inventory and logistics?
- 45. What are your hours of operation?
- 46. What are the major operational challenges you anticipate?
- 47. How do you plan to scale your operations as your business grows?
- 48. What are your contingency plans for potential disruptions?
- 49. What is your plan for maintaining a safe and efficient workplace?
- 50. How will you handle quality control for your products or services?

Section 6: Organization and Management

- 51. Who is on your management team, and what is their background and experience?
- 52. What is your business's legal structure, and why did you choose it?

- 53. Who will fill the key roles and responsibilities in your business?
- 54. How many employees do you have now, and what are your hiring plans for the next year?
- 55. What is your organizational chart?
- 56. What are your plans for employee training and development?
- 57. What is your compensation and benefits strategy?
- 58. How will you manage day-to-day operations?
- 59. What is your decision-making process?
- 60. Do you have an advisory board or a network of mentors?

Section 7: Financial Plan

- 61. What are your startup costs, and how will they be funded?
- 62. What are your projected revenues for the next three to five years?
- 63. What is your expense budget for the next three to five years?
- 64. What is your break-even point in terms of units sold and/or revenue?
- 65. What are your projected profit and loss statements?
- 66. What are your projected cash flow statements?
- 67. What are your projected balance sheets?
- 68. What are your major sources of funding (personal savings, loans, investors)?
- 69. What are your plans for managing financial risk?
- 70. How will you handle unexpected costs or cash flow shortages?
- 71. What is your plan for paying off debt?
- 72. How will you price your products or services to be both competitive and profitable?

73. What is your investment pitch or funding request?

74. How will you manage your financial records and accounting?

75. What is your exit strategy for the business?