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# BUSINESS PLAN CHECKLIST

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BY TAXASSURANCES, LLC



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Starting and running a business provides a number of opportunities. It also presents a number of challenges.

This TaxAssurances business plan checklist is a helpful tool for new and existing business owners.

It provides a broad overview of the many aspects of operating a business.

TaxAssurances hopes this brief checklist helps in making businesses successful.

For a more in depth, fee-based consultation about starting and operating a business, reach out to TaxAssurances.

[taxassurances.com](http://taxassurances.com)

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## **Business Plan Checklist**

- What service(s) or product(s) will the business provide?
- What type of entity will the business be?
- Will the business be a startup or is an existing business being purchased?
- What are the backgrounds of the business owners?
- Why do the owners believe the business will be successful?
- Who will run the business?



## **Business Plan Checklist (continued)**

- Where will the business be located?
- Are the business revenues and expenses seasonal or consistent year-round?
- How will the business be marketed?
- What are the income and expense expectations?
- What are the Asset, Liability and Ownership expectations?
- How will record keeping be handled?