

Thrive During Construction Checklist

Business Planning

- Do a strategic analysis of your business (SWOT Analysis)
- Get in touch with your resources (DOT, SBDC, City, Chamber, Banker, Insurance, etc)
- Gather your financials for review
 - Profit & Loss
 - Cash Flow
 - Balance Sheet
- Schedule a Financial Analysis/Review with your accountant and/or SBDC
 - Review Terms & Balances of your debt/liabilities
 - Breakeven Analysis
 - Projections/Forecasting

Marketing Strategy

- Define your goals?
 - Drive sales/revenue (i.e. sell specific products and/or volumes...)
 - Build awareness (i.e. hours, availability...)
 - Reach Customers (build new customers, retain existing customers...)
- Customers
 - Define your customer (geographic, demographic, psychographic)
- Communications
 - What is your message? (hours, staffing, directions)
 - When will your message(s) be sent?
 - Where will you send your message(s)? Communication Channels
 - Digital Media (email, google my business, social media, website)
 - Print Media (permanent/temporary signs, banners, billboards, newspapers, mailers)

Develop some Strategic Business Plans

- Define your overall goal(s) – What needs to be accomplished by the end of this road construction project?
- Break goal(s) into 3-5 strategies – What projects, activities, or plans will help those goals be achieved?
- Break strategies into action steps – Build a to-do list of what you know you'll need to do to complete each strategy.