

## **Business Plan Preparation Questionnaire**

*Please answer the following questions to help you develop your business plan:*

### **Step 1: Executive Summary**

What is your business idea or concept?

Can you briefly describe your business's mission?

What makes your business unique? What is your Unique Selling Proposition (USP)?

### **Step 2: Business Description**

What type of business structure will you choose (e.g., sole proprietorship, LLC, corporation)?

Briefly describe the history and evolution of your business idea.

What are your business's main objectives and goals?

### **Step 3: Market Analysis**

Who is your target market (i.e., your potential customers)? Describe their characteristics.

What trends, opportunities, or challenges do you see in your market?

Who are your main competitors, and what are their strengths and weaknesses?

### **Step 4: Products and Services**

Describe the products or services you plan to offer.

How do your products or services meet the needs or solve problems for your target market?

Are there any unique features or benefits of your products or services?

## **Step 5: Marketing and Sales Strategies**

How do you plan to market your business? Include both online and offline strategies.

What is your sales strategy, pricing strategy, and chosen distribution channels?

Provide a sales forecast for your business.

## **Step 6: Financial Projections**

Share your financial projections. Include an income statement, balance sheet, and cash flow statement.

What are your sales forecasts, and when do you expect to break even?

Do you require funding for your business, and if so, how much?

## **Step 7: Operations and Management**

Explain your day-to-day operations. Include information about your location, equipment, and suppliers.

Who are the key members of your management team, and what are their roles?

What qualifications and experience do your management team members have?

## **Step 8: Risks and Contingency Plans**

What are the potential risks your business might face?

How will you address or mitigate these risks?

What steps will you take to adapt and respond to unforeseen challenges?

## **Step 9: Appendices**

List any supplementary materials or documents you have attached to your business plan, such as resumes, permits, market research, etc.

## **Step 10: Edit and Review**

Have you proofread and edited your business plan for clarity, consistency, and errors?

## **Step 11: Seek Feedback**

Have you sought feedback from mentors, business advisors, or peers?

How have you used this feedback to improve your business plan?

## **Step 12: Finalize**

Are there any final adjustments or improvements you need to make to your business plan?

## **Step 13: Implementation**

How will you use your business plan as a roadmap to guide your business's growth and development?