**Entrepreneurship – Business Plan Checklist**

**Student Entrepreneur Name:**

**Student Evaluator Name:**

Business Plan Checklist Points:

4 = Research well done, exceeds minimum standards

3 = Research well done, few minor omissions, met standards

2 = Adequate, minimum standards met

1 = Little evidence with major flaws

0 = No evidence

|  |  |
| --- | --- |
| **Cover Page**  All information present, including:  Student Name  Company Name  Company Logo  Company Address  Telephone Number  E-mail Address  Date | 4 3 2 1 0  Comments/Feedback: |
| **Table of Contents**  Includes each major section  Includes page numbers  Organized and neat | 4 3 2 1 0  Comments/Feedback: |
| **Executive Summary**  Each key section briefly summarized  Specific answers :  What business are you in?  Who is on the team?  Where will you locate and why?  What is your product/service?  How much capital will be needed?  Why we should invest in your company?  Length is 1 to 3 pages long | 4 3 2 1 0  Comments/Feedback: |
| **Business Description**  Includes:  Complete & accurate overview of industry  Mission statement  Explanation for the business type, legal structure, name, and location chosen.  Description of the product/service, why it is needed and what makes it unique.  Description of the company’s position & pricing strategy. | 4 3 2 1 0  Comments/Feedback: |
| **Market Analysis**  Includes:  Customer profile – who are they, where are they, what do they need, where do they currently buy?  Research market demographics  Research competition. What are their strengths & weaknesses?  Research labor availability  Estimate sales | 4 3 2 1 0  Comments/Feedback: |
| Sales & Marketing  How will you get potential customers to buy your product?  Develop a sales strategy  Define your channel of distribution  Research various advertising medias  Select 2 medias for your business and state why.  Create 2 advertisements.  Create a promotional strategy. | 4 3 2 1 0  Comments/Feedback: |
| **Management**  Who are the managers?  What is their area of responsibility?  Who are the owners? | 4 3 2 1 0  Comments/Feedback: |
| **Financials**  Identify risks  Identify your potential expenses and capital requirements. | 4 3 2 1 0  Comments/Feedback: |
| **Professionalism**  Check for spelling, capitalization, punctuation, and sentence structure.  Does your report layout look professional? | 4 3 2 1 0  Comments/Feedback: |