**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

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| **Cover Page**All information present, including:Student NameCompany NameCompany LogoCompany AddressTelephone NumberE-mail AddressDate | 4 3 2 1 0Comments/Feedback: |
| **Table of Contents**Includes each major sectionIncludes page numbersOrganized and neat | 4 3 2 1 0Comments/Feedback: |
| **Executive Summary**Each key section briefly summarizedSpecific 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 0Comments/Feedback: |
| **Business Description**Includes:Complete & accurate overview of industryMission statementExplanation 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 0Comments/Feedback: |
| **Market Analysis**Includes:Customer profile – who are they, where are they, what do they need, where do they currently buy?Research market demographicsResearch competition. What are their strengths & weaknesses?Research labor availabilityEstimate sales | 4 3 2 1 0Comments/Feedback: |
| Sales & MarketingHow will you get potential customers to buy your product?Develop a sales strategyDefine your channel of distributionResearch various advertising mediasSelect 2 medias for your business and state why.Create 2 advertisements.Create a promotional strategy. | 4 3 2 1 0Comments/Feedback: |
| **Management**Who are the managers?What is their area of responsibility?Who are the owners? | 4 3 2 1 0Comments/Feedback: |
| **Financials**Identify risksIdentify your potential expenses and capital requirements. | 4 3 2 1 0Comments/Feedback: |
| **Professionalism**Check for spelling, capitalization, punctuation, and sentence structure. Does your report layout look professional? | 4 3 2 1 0Comments/Feedback: |