UK Business Plan Checklist

Use this checklist to keep track of each key section as you build your small business plan. Tick off each item as you go!

## 1. Executive Summary

* ☐ Business name, location, and legal structure
* ☐ Clear explanation of what your business does
* ☐ Unique selling point (USP)
* ☐ Key goals or objectives
* ☐ Summary of financial needs and forecasts

## 2. Business Description

* ☐ Full description of product or service
* ☐ Your mission and values
* ☐ Business model explained (how you'll make money)
* ☐ Legal structure (sole trader, Ltd company, etc.)
* ☐ Short- and long-term business goals

## 3. Market Research

* ☐ Definition of target customer (demographics, behaviour)
* ☐ Market size and demand (UK-based stats or data sources)
* ☐ Competitor list with pricing or product comparisons
* ☐ Clear explanation of how your business stands out

## 4. Products or Services

* ☐ Description of products or services
* ☐ Price points and pricing strategy
* ☐ Cost of goods sold (COGS) and profit margins
* ☐ Details of sourcing, production, or supply chain
* ☐ Scalability (can you grow or add new products?)

## 5. Marketing and Sales Strategy

* ☐ Channels for marketing (social, local, email, website)
* ☐ Customer acquisition strategy (offers, launch plan)
* ☐ Retention strategy (e.g., loyalty schemes)
* ☐ Online and offline marketing tools
* ☐ Planned partnerships or collaborations

## 6. Operational Plan

* ☐ Day-to-day running outlined
* ☐ Location (home, premises, mobile, etc.)
* ☐ Equipment and tools needed
* ☐ Staff/contractor roles (if applicable)
* ☐ Licences, permits, or insurance requirements

## 7. Financial Plan

* ☐ Start-up costs (itemised)
* ☐ Monthly cash flow forecast (12 months minimum)
* ☐ Profit & Loss projection
* ☐ Sales forecast (realistic and evidence-based)
* ☐ Break-even analysis
* ☐ Tax and VAT considerations included

## 8. Appendices

* ☐ Supporting documents (agreements, licences, quotes)
* ☐ Product photos or design mockups
* ☐ Market research summaries
* ☐ Insurance policies or compliance documents
* ☐ Anything that strengthens the credibility of your plan

## Bonus: Final Checks

* ☐ Proofread for clarity, spelling, and consistency
* ☐ Tailored version created for funding/investment
* ☐ Saved a backup (Word, PDF, and/or cloud version)
* ☐ Prepared a 1-page summary or pitch deck
* ☐ Printed and/or emailed copies for presentation