

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