



Checklist 4 - Writing A Business Plan For The Consulting Firm

Project Name: _____

Date: _____

Yes No

A business plan encompasses a detailed description of the components of your consulting business. In this case, a business plan acts as a blueprint and a guide for the activities of your business, thereby determining the direction of your business. This checklist highlights the products and services that should be included in a business plan such as a financial plan, a management plan, as well as marketing strategies.

Section 1 – Executive Summary

- | | | | |
|---|--|--------------------------|--------------------------|
| 1 | What problem are you trying to solve. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Who are your target customers. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Do you have a management team? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | What are your financial details and projections? | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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Section 2 - The Opportunity

- 5
What solutions are you bringing to the market?
- 6
What is the size of the target market?
- 7
Who are your competitors?
- 8
What are your strengths and weaknesses?
- 9
What are the threats and opportunities in market?
- 10
What are your milestones and traction?

Notes



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11 What are the key assumptions and risks?

Section 3 – Marketing And Sales Plan

12 What is your pricing strategy?

13 Does the business have a positioning statement?

14 What are your sales channels?

15 What are your marketing channels?

Section 4 – Company Structure

16 Where is the business located?

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17 Have you determined the business structure?

18 Do you have a management team in place?

19 What are the business' intellectual properties?

Section 5 – Financial Plan

20 What are your projected sales and revenue forecast?

21 What are the projected expenses and cash flow statement?

22 Do you have an exit strategy?

Notes