

Start-up Checklist

Summarise Your Business Idea (in 100 words)

What makes you committed to the business being a success?

What skills, experience, education, qualifications, training can you bring to the business?

What products / services will you be selling?

How are you different and so better than your competitors?

What does your customer get, of value to them, from you?

Who is your target market? How big is your market?

Who are your customers?

Who are your competitors?

Where do you think your business will be in 5 years time?

Where do you think your business will be in 12 months time?

How will you position your business in the market?

What methods will you use to attract new customers?

How much will you charge for your products / services?

How will you promote your business?

How will you reach your customers?

How will you sell your product / service?

Where will you locate your business?

What equipment do you need?

Can you manage the business alone or do you need staff or partners?

What systems do you have in place to support the business?

What IT equipment do you need?

What is your sales forecast?

What is your cashflow forecast?

What is your profit and loss forecast?

Not an exhaustive list and not all items apply to all businesses. While every effort is made to keep this information as accurate as possible it is for general guidance only. The company makes no warranties about the accuracy, reliability or completeness of this information. The information in this document is for general guidance only and is not designed to provide legal or financial advice.