The Business Plan

Designing a Business Plan for Your Creative Business



Executive Summary

- [ ] A one page nutshell your mission, your vision, your purpose

Target Market

- [ ] Who are your products/service intended for?
- [ ] Send a survey to gather demographics, interests + budgets

Competitors

- [ ] Define your competitors - their strengths + weaknesses
- [ ] Determine your competitive advantage - why are different?

Human Resources

- [ ] Will you need additional staff to run your business?
- [ ] What will you pay them? how much experience?
- [ ] What skills do you they need to have?

Vendors/Supplies

- [ ] Will you require outside sources or projects to operate?
- [ ] What about supplies that you will be using on a regular basis?

Marketing Plan

- [ ] How will you get your products/services in front of ideal clients?
- [ ] How will you communicate your message?

Operations

- [ ] How are you going to run your business?
- [ ] Determine the most efficient way to get the job done

Financial Projections

- [ ] How much money do you need to start/run the business?
- [ ] Determine the profitability of the company

Make and Share Free Checklists
checkli.com