



Business Planning Checklist

How prepared are you to launch a new idea or a new business? Is the strategy behind your new product launch ready for prime time? We've put together a few statements that could help you think through your latest great idea. Think of your responses to each statement as it pertains to your current business or product idea - with 1 being the lowest and 10 being the highest.

My plan describes a marketable idea.

do you have proof that customers want your product or service and are willing to buy it for a price at which you can make a profit?

My plan shows good profit potential in a short period of time.

My plan targets a clearly defined market with enough size and purchasing power to produce a profit.

is your idea specific? does it target a certain person or group - or are you trying to be something for everyone?

My plan explains clearly the "competitive edge" my product or service has over rivals.

having a product or service that truly is unique, offering customers something that the competition does not can be a key to success.

My plan shows my company's ability to control both the delivery and the quality of the product or service.



Not a perfect 10? Two Initials can help you fine tune your strategy. From product launches to start up businesses, we can make certain that your strategy is bullet proof.

Picture perfect plan? Let us help you make all the tactical aspects happen. Get started today!

My plan shows that managers and employees have the skills and the experience to make the company a success.

skilled, experienced managers and employees can make a business work even when resources are stretched thin and conditions are tough.

My business idea is not unnecessarily complex.

are you trying to do too much too fast?

My product or service offers customers a long-term benefit.

does your product or service have a long shelf life? does it make people's lives better? the world better?

My plan lays out a clear, well-conceived, workable strategy for getting this business up and running.

a well devised plan is essential to making a new idea, product or venture work.

My plan contains realistic financial projections covering most likely, pessimistic, and optimistic scenarios.

it's easy to underestimate the amount of money to launch a new product, service or idea - don't get caught short!