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Checklist

Business Planning Checklist



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The purpose of the following checklist is to provide a high level indication of the status of the business in discussion (starting, running, growing, exiting), and therefore the scope and extent of business strategy and planning services required.

The checklist is not intended to be completed by the client but instead to enable discussion with Peer Business Consulting (“Peer”).

1 The Business

Topic	Question	Yes/No
Registration details	Are you a registered business? Have you decided/finalised your business structure? [Sole trader, partnership, trust, company.] Do you have a registered trading/business name? Do you have a registered Australian Business Number? Do you have a registered Australian Company Number?	
Domain names	Do you have a registered domain names?	
Management and ownership	Have you determined your ownership/management team? Are roles and responsibilities clear between owners/management? [% share, role in the business, key strengths/weaknesses and whether you have a partnership agreement/contract in place.]	
Business premises	Have you determined the location and space occupied/required to operate your business? [Size of space, city, near landmarks.] Are the business premises already established? [Rental or leasing agreements/purchase in place.] Are you clear on what is required for the premises to be fully operational?	
Vision and mission	Do have a business vision (your future plan for the business) and mission (how you will achieve your vision)?	
Products/services	Have you defined your products/services? Features vs benefits?	
Value to customer	Have you defined the value of your product/service to your customer? Have you defined your unique selling point/differentiators?	
Pricing	Have you priced your products/services? What your pricing strategy and how have you determined this? [competitor research, cost + margin, other factors]	
Demand and growth of products/services	Do you know the anticipated demand for your products/services? Do you know your market position? [Where your products/services fit in the market and how they compare to your competitors?] Have you defined the growth potential of your product/service? Do you know what will drive this growth?	

2 The Market

Topic	Question	Yes/No
Target market	Have you defined your target market? [Size of market, growth rates, trends, customer habits.]	
Potential customers	Do you know who your prospective customers are and how they buy? [Age, gender, social status, education, attitudes, how they behave.]	
Sales targets	Have you defined your sales targets? [Quantity of products/services to sell, who to and how often.]	
Competitor research	Have you defined/researched your competitors? Do you have a plan for how you will compete with them/differentiate your own products/services?	
SWOT analysis	Have you done a SWOT analysis for your business? [strengths, weaknesses, opportunities and threats] Do you know how to address your weaknesses/threats?	
Sales	Do you have a sales team? What sales techniques/tools will you use to sell your products/services?	
Marketing	What marketing channels do you intend to use to communicate your brand, products and services to your target market and ideal customers? Why have you chosen these channels, i.e. what are your objectives for each channel? How and who will manage these channels?	
Advertising and promotions	Do you have an advertising and promotion strategy? [Print media advertising, online advertising, mail-out, giveaway, media release, social media campaign or event.]	

3 The Operations

Topic	Question	Yes/No
Personnel	Do you have a current organisation chart, outlining current staff? Do you have clear processes for recruiting, managing, training and retaining current staff? Do you have a clear view of your future resourcing needs? [roles, experience, and by when] Do you have a future state organisation chart?	
Suppliers	Do you know your main suppliers? Have you engaged them? Are roles and responsibilities clear and documented, and service level agreements in place?	
Production process	Have you articulated/documentated the process involved in producing your products or services? [Who, what, when, where, how?] Do you know how you will ensure quality control?	

Topic	Question	Yes/No
Plant & equipment	Have you defined and acquired the plant and equipment necessary to produce your product or service? [Machines, vehicles, computer equipment, phones, fax machines, etc.]	
Technology software	Have you defined and acquired the technology software necessary to produce your product or service?	
Inventory	Have you defined and acquired the inventory necessary to produce your product or service?	
Delivery of products/services	Have you defined how you will deliver your products/services to your customers? [Online, shop front] Have you defined your trading hours, communication channels, payment terms, credit policy, guarantees and warranties, returns policy, etc.?	

4 The Legals

Topic	Question	Yes/No
Legal considerations	Do you know your legal obligations? Do you have a legal advisor or solicitor in case of legal issues? Do you have terms and conditions, company policies in place? Do you have contracts with clients and suppliers?	
Licences and permits	Do you have the necessary licences or permits you require to provide your goods and services?	
Insurance	Do you have the relevant insurances in place? [Workers compensation, public liability, professional indemnity, product liability, business assets, income protection, etc.]	
Memberships	Will you need specific memberships with chambers or similar associations to provide your goods and services?	
Affiliations & referrers	Do you have or plan to have any affiliations and strategic partnerships with other organisations, or any referral arrangements in place?	
Innovation	Is innovation important to you/your business? Have you contemplated activities you will do to encourage innovation within your business?	
Sustainability and environmental considerations	Is sustainability important to you/your business? Have you contemplated activities you will do to encourage sustainability within your business?	
Risk management	Have you done a risk assessment of your business? Have you determined your risk mitigation activities?	

5 The Finances

Topic	Question	Yes/No
Financial objectives	Have you defined your financial goals and objectives, both short and long term? [e.g. Revenue, expenses, profit, savings, cashflows, etc.] Do you know how you will get there?	
Tax considerations	Are you registered for Goods and Services Tax? Do you understand your overall tax obligations? Do you have a tax management plan in place?	
Funding and finance required	Do you know how much money you need to run your business? [up front/ongoing.] Have you considered your options as to where to source those funds? Do you have any savings or access to funds as a buffer in case of emergency/losses?	
Financial forecasting	Have you forecasted your financial position (balance sheet, profit/loss, savings, cashflows) based on any specific research?	
Assumptions	Are there any factors or assumptions that you have made which if they weren't true, your business would not succeed?	

6 The Future

Topic	Question	Yes/No
Goals and objectives	Have you defined your business goals and objectives, both short and long term? [e.g. business growth, premises, personnel, etc.] Do you know how you will get there?	
KPIs and measures	Have you defined how you will measure whether you have achieved your goals and objectives?	
Action plan	Do you have an action plan/list of your priorities regarding business planning and growth?	

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