

MINI BUSINESS PLAN

1. What's the business to be called, or what is it called now?
2. Do you have a website? Is it adequate or better for your present needs? What could be better about it? Do your customers, actual or prospective like it?
3. Have you figured out a Search Engine Optimization plan and the expenses?
4. Do you have a partner? Have the two of you taken a DISC test to see if you're compatible for running a business?
5. Is the name a good reflection of where you and your partners want to take the company?
6. What is your promotional plan? Do you have a Unique Selling Proposition? Have you tested it with a select group of customers? What did they say? Have you gone through all the forms of promotion you could do and either eliminated them or formulated a plan to use them?
7. Have you projected income and expense for at least the next two years on a monthly basis?
8. What's your personnel plan? Do you and your partner think the existing people are adequate in the short run?
9. What's your distribution plan? Local? Regional? National?
10. Can the business be licensed or franchised? Have you evaluated each?