

[Company Name]

BUSINESS PLANNING CHECKLIST

Using the Strength, Weakness, Opportunity, and Threat (SWOT) analysis framework, develop a checklist of the key activities that need to be performed when preparing a formal business plan.

Activity	Owner	Completion Date
Strengths: Define the company's current mission statement.		
Strengths: Identify market segments in which the company will participate by conducting primary and secondary market research.		
Strengths: Identify the company's value proposition and how it will differentiate itself within the marketplace.		
Weaknesses: Identify any barriers to market entry (for example, capital requirements, technical barriers, patents, and process barriers) that the company needs to overcome.		
Weaknesses: Identify any risks inherent to the organization that need to be mitigated so that the company can realize the business plan.		
Opportunities: Identify areas where the current market is underserved that provide an opportunity for the company.		
Opportunities: Identify any key processes, intellectual capital, or other resources that the company can use to its advantage in the marketplace.		
Threats: Identify primary competitors, and then analyze competitor		