



FARM CREDIT

Knowledge Center

AgBiz Planner- Business Plan Check Sheet

___ **Executive Summary**

___ **Business Description and History**

- ___ Vision and Core Values
- ___ Mission Statement
- ___ Goals and Objectives
- ___ Form of Ownership
- ___ Company History
- ___ Strengths and Core Competencies
- ___ Challenges
- ___ Long Term

___ **Management and Organization**

___ **Operations and Production**

- ___ Products and Services
- ___ Production
- ___ Location
- ___ Legal Environment
- ___ Personnel
- ___ Inventory
- ___ Suppliers

___ **Key Planning Assumptions**

___ **Marketing Plan**

- ___ Economics
- ___ Products
- ___ Features and Benefits
- ___ Customers
- ___ Competition
- ___ Niche
- ___ Marketing Strategy
- ___ Promotion
- ___ Advertising
- ___ Promotional Budget
- ___ Pricing
- ___ Location
- ___ Distribution Channels

___ **Sales Forecast**

___ **Financial History and Analysis**

- ___ Debt Schedule

___ **Financial Plan**

- ___ 12 Month Profit and Loss Projection
- ___ Cash Income Statement
- ___ Projected Cash Flow
- ___ Cash Flow Statement
- ___ Projected Balance Sheet
- ___ Balance Sheet
- ___ Breakeven Analysis

___ **Action Plans**

___ **Metrics for Evaluation**

___ **Risk Management Plan**

___ **Exit Plan (Contingency Plan)**

