

My Business Plan Checklist

Embarking on the journey of entrepreneurship can be both exhilarating and daunting. To assist you in navigating the complexities of starting and running a successful business, we've curated a comprehensive checklist designed to guide you every step of the way. Our aim is to simplify the process, making it more manageable and less overwhelming. Whether you're in the initial stages of shaping your business idea or gearing up for the big launch, our checklist is tailored to ensure you cover all the essential bases. From assessing the feasibility of your business concept to setting up effective customer engagement strategies, we're here to support you in turning your business aspirations into reality. Let this guide be your roadmap to success as you embark on this exciting entrepreneurial adventure.

We care about making this process enriching and helpful for you as much as we can, so we've included additional checklists below that will be very helpful during and after the planning stage.

The feasibility of your idea:

- ☐ Assess your ability to run a business, including past experience and mentorship.
- ☐ Understand the industry and market characteristics.
- ☐ Ensure the business activity is legal in Canada.
- ☐ Evaluate your qualifications and ability to perform required duties.
- ☐ Identify a market gap that your business can fill.

What to do before you launch:

- ☐ Identify key target customers.
- ☐ Research the market size.
- ☐ Identify main competitors.
- ☐ Develop a competitive advantage.
- ☐ Become an industry expert.
- ☐ Understand customer needs and wants.
- ☐ Conduct a SWOT analysis (strengths, weaknesses, opportunities, threats).

How will customers find you?:

- ☐ Register a website domain and build a website.
- ☐ Create a unique logo.
- ☐ Establish practical marketing activities and a unique email address.
- ☐ Establish a social media presence.

Set expectations before you open:

- ☐ Define your market (geography, customer group, etc.).
- ☐ Identify customer locations and how to get their attention.
- ☐ Determine pricing and profit margins.
- ☐ Understand customer payment preferences.
- ☐ Find out customer preferences for receiving products/services.
- ☐ Determine the right suppliers.

You are ready to open the doors:

- ☐ Ensure equipment/inventory is in place.
- ☐ Train employees.
- ☐ Set up suppliers for reliable delivery.
- ☐ Implement project and inventory management systems.
- ☐ Prepare sales and client information reporting.
- ☐ Ensure sales channels are operational.
- ☐ Establish problem resolution standards and client feedback loops.
- ☐ Set up a client loyalty program and payment acceptance methods.

This checklist is a valuable guide for anyone starting a new business, offering a structured approach to evaluating and preparing for business launch. Remember, it's a general guide and should be adapted to fit your specific business context. Print this list or bookmark this page so that you can come back to it and refer to it as often as needed.

Enjoyed our Business Plan Builder and Checklist? Imagine What We Can Do for Your Website!

You've experienced firsthand the value we offer through our complimentary resources. If these tools have helped streamline your planning process and brought clarity to your business journey, imagine the impact a professionally designed website could have on your business! Let's build a website that's as ambitious as your business goals.

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Together, let's make your business dreams a reality!

