

BUSINESS PLAN

Business Planning:

Does the business have a business plan?

If so, how old?

Mission Statement of Company:

Specific Product/Service

Customers (Annual Revenue?)

Anything unique?

In target Geographic Location?

Electronic Commerce an option?

Marketing:

Competitors, who are they?

What are they charging for comparable product/service?

What is the outlook in the industry?

How do you differ?

Do you belong to a networking organization?

How do you get referrals?

How could you get more referrals?

Product- Is your product "the best?" Does it work? Does it meet or exceed client expectations?

Place-Are you conveniently located, accessible, parking, traveling distance to clients? Is your store/office attractive?

Promotion-What is your advertising budget? How do you advertise your service/product?

Price-What is pricing strategy? Are you breaking even? What is cost of goods sold? Overhead? Is this what competition is charging?

Finance:

Banking:

Business Checking-Is this only being used to pay business expenses?

Tax Set Aside Account-Saving for your Quarterly Estimated payments?

Business Savings for low income months?

Other (i.e., trust, etc.)

Could the bank fees be lowered and interest income raised?

Computer checks?

What are your personal expenses each month?

What are the business expenses every month?

What taxes do you pay? When do you pay them?

Are you an accrual or cash basis tax filer?

What is expected income from the business each month? Do they equal or exceed the total business and personal expenses each month?

Do you have an accountant?

Do you have adequate working capital? Current assets less current liabilities.

Assets:

Have all business assets been inventoried and placed on the books?

Does the asset have a depreciation schedule?

Where are the warranty papers?

Where are the original receipts?

What deposits on the telephone, rent or other vendor deposits have you made?

What is the maintenance schedule for all physical assets?

For leases of equipment, do you have the service contract? Where is the service contract?

Are there any assets no longer working or in use?

Inventory (For Resellers)

Has the inventory been counted?

How much did it cost for the inventory?

Accounts Receivable:

Do the books match actual?

What is the policy on collections?

What methods do you use to collect outstanding A/R?

When do you bill clients?

What items, charges, flat rates or services do you bill for?

A/P:

Do you have a policy on when you pay bills?

Do you take advantage of early payment discounts if offered?

Do you pay bills timely to avoid late fees?

Is your tax liability paid timely?

Do you have an office calendar or tickler system of when bills are due?

Have all independent contractors who require 1099s been identified?

Legal:

Have you filed appropriate papers with City, County, Municipality, State and Federal?
When are renewals?

Tax ID - Federal

Tax ID- State

Corporation or LLC-Secretary of State filing

Partnership - Partnership Agreement

Sole Proprietor- Fictitious Business Name

All entities-City License and Business Permit

County-Business Personal Property Tax

State/Local-Professional License? Liquor License? Food establishment?

State/Local-Sale of personal tangible property? Applied for Reseller Permit?

State/Local-Building Permit

State/Local-Zoning?

State/Local-Alarm, Fire Alarm Permit?

Federal-Patents, copyrights, trademark?

Contract with customers?

Do you have copies of all agreements you signed? Where are they?

When does your lease for office space expire?

Insurance:

General Liability:

Umbrella:

Work Comp:

Errors & Omissions:

Products Liability:

Employee Dishonesty:

Surety Bond:

Life Insurance esp. Partnership:

Disability Insurance:

Employee Benefits:

Do the assets inventoried match or are below the business personal property covered in the general liability policy?

Do you have adequate working capital to cover any deductibles?

Payroll:

Work Compensation

Payroll Posters

Employee Handbook or Office Procedures

OSHA

Application for Employment

Check for Employee References

Non-discrimination policies

Reimbursed Expense Policy

Calendar of events

Motivation for employees to succeed

What salaries, benefits, vacations, holidays do you offer?

Labor Law Compliance?

Will you offer a 401(k) plan or other SEP-IRA or IRA plan?

Do you keep track of employees' time to monitor productivity and document hours worked?

How will retain employees?

How will you train them i.e., office procedures, safety, disaster recovery, etc.?

Are employees cross-trained in case of illness and vacation on key office functions?

Security:

Are assets and inventory secured?

If so, how?

How is computer data backed-up?

Is there a remote back-up available in case of total disaster?

Are your records secure in case of fire?

What is your earthquake & fire readiness?

What will happen to the business if you are no longer able to work due to partnership split, long term illness or death?