

Cyprus Entrepreneurship Competition

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2003

Checklist for Business Plans

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Checklist: The Company

Can the reader clearly see

- ☐ how the company has developed from its formation to the present day?
- ☐ what ownership and shareholder structure it has?
- ☐ what line of business you cover?
- ☐ what main factors contribute to your success?
- ☐ what vision you have?
- ☐ what strategies you have in order to implement that vision?
- ☐ what milestones you have set yourself on the journey towards your goal?

Length: 2-3 pages

Checklist: The Business Idea

Can the reader clearly see

- ☐ what function your product/service fulfils?
- ☐ where the innovation is?
- ☐ what its stage of development is?
- ☐ what the benefit is for the customer and how significant it is?
- ☐ what major advantage the product has compared to competing products?
- ☐ how the idea is protected or can be protected?

Length: 2-5 pages

***Checklist: Production, Procurement, Quality,
Administration***

Can the reader clearly see

- ☐ what manufacturing methods/processes will be applied?
- ☐ what the production process will be like?
- ☐ how high the production depth is?
- ☐ what the supplier base will be like?
- ☐ how high the present and projected production capacity is/will be?
- ☐ how manufacturing and purchasing costs are structured?
- ☐ what quality assurance measures are being taken?
- ☐ how the administrative area is organised?

Length: 2-4 pages

Checklist: Market Analysis

Can the reader clearly see

- ☐ how the industry is developing in general and what trends are affecting it?
- ☐ how large the market is and how fast it is growing?
- ☐ how you can overcome any barriers to market entry?
- ☐ who your groups of target customers are?
- ☐ how you plan to position yourself and set yourself aside from the competition in the market?
- ☐ who the strongest suppliers on the market are at the moment (your direct competitors)?
- ☐ what strengths and weaknesses your competitors have?
- ☐ how the market shares are divided up and what market share you are aiming at for yourself?
- ☐ how your sales volume is likely to develop in terms of figures?

Length: 2-4 pages

Checklist: Marketing and Sales

Can the reader easily see

- ☐ what steps are planned for the market launch?
- ☐ how your product or service is designed so that it attracts attention in the market?
- ☐ in what way and by what means potential customers are to be addressed?
- ☐ through which distribution channels your product or service is to be sold?
- ☐ what pricing strategy you are pursuing and how your prices are calculated?

Length: 2-4 pages

Checklist: Management and Organisation

Can the reader clearly see

- ☐ who the members of the management team are?
- ☐ what abilities and experience the team as a whole and its individual team members have?
- ☐ where the team has gaps and how these can be filled?
- ☐ what rights of joint consultation there are?
- ☐ how responsibilities in the company are divided up?
- ☐ what tasks are handled by which consultants and external offices?
- ☐ how high the future demand for staff will be and how you plan to meet requirements?
- ☐ how personnel expenditure is structured?

Length: 2-4 pages

Checklist: Financial Plan

Can the reader clearly see

- ☐ how large the financing requirement is in total?
- ☐ when you require money and how much?
- ☐ what assumptions your financial plan is based on?
- ☐ from what sources the capital requirement will be met?
- ☐ what requirements you make of investors and what you can offer them?
- ☐ what options there are for investors to realise their profit?

Length: approx. 6 pages

Checklist: Opportunities and Threats

Can the reader clearly see

- ☐ what potential risks you detect?
- ☐ what countermeasures you are planning?
- ☐ how the risks can affect your budgeted figures (worst case and best case scenario)?
- ☐ what main opportunities the company offers?

Length: 1-2 pages

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