

WORKSHEET 62: BUSINESS PLAN EVALUATION FORM

QUESTION	L				H
	1	2	3	4	5
1. Do you have experience relevant to the industry and the business?					
2. Are you clear as to which products or services the business will sell?					
3. Have you confirmed a reliable supply of materials/products/services?					
4. Have you surveyed potential customers to confirm demand?					
5. Have you confirmed the number of customers and the size of the market?					
6. Are you clear as to why a customer would buy the product or service from this business rather than from the competition?					
7. Are there credible pro forma financial projections and do they show enough headroom (gross profit margin) for the business to survive, pay the bills and profit?					
8. Have you communicated a clear understanding of the industry?					
9. Have you created a credible marketing plan to get the goods to the customers?					
10. Have you carried out both primary and secondary market research?					
11. Has the product or service being tested or proven by you or others?					
12. Are all product and service prices realistic and competitive?					
13. Do you have a clear understanding of your competitors?					
14. Have you researched and engaged an accountant, a lawyer, a bookkeeper?					
15. Do you understand the major risks or threats to their business?					
16. Have you identified the number and type of staff required?					
17. Do you have the knowledge and skills to operate the business?					
18. Do the credit checks reveal a positive history for managing finances?					
19. Have you completed a detailed cash flow projection for the first 12 months?					
20. Have you indicated a reasonable rate of growth is projected for year 2 & 3?					
21. In your mind, have you proved the business case?					
22. Does the plan show that you can access enough money to make the business work?					
23. Do the financials show that the business can repay any borrowed monies?					
24. Are you committing enough personal investment to the business?					
25. Is the available security sufficient to attract the amount of funding requested?					
26. Have you stated credible sources for the factual and numerical information?					
27. Do you / your team have enough capacity to implement this business plan?					
28. Would you invest your money in this business?					
29. After reading this business plan, is your confidence in it high or low?					
30. Would you, or someone you know, purchase these products or services?					