

SBA Business Plan Template Checklist

An SBA business plan is a strategic plan for your business that lays out the objectives of your business and how you plan to meet those objectives. Lenders will require an SBA business plan when you apply for an SBA loan, and a well-developed plan will show lenders that your business venture is well thought out.

The topics you should cover in your SBA business plan include:

- ☐ Cover page
- ☐ Table of Contents
- ☐ Executive Summary
 - ☐ Brief description of:
 - ☐ Your business, its purpose, and product
 - ☐ Your target market
 - ☐ How your product/service meets the needs of the market
 - ☐ Your business model and who you are
 - ☐ Your competition
 - ☐ Your marketing and sales strategy
 - ☐ Financial projections
 - ☐ How you will implement your plan
- ☐ Company Description
 - ☐ What your company does
 - ☐ What products or services your business offers
 - ☐ What consumer problem your company solves
 - ☐ Who your consumers are
 - ☐ What competitive advantages your business has
 - ☐ Strategic partnerships you may have

☐ Market Analysis

- ☐ What are other businesses doing?
- ☐ What strengths do other businesses have in the market?
- ☐ Are there market trends and themes occurring?
- ☐ Why are others successful?
- ☐ Can you do what the competitors are doing and do it better?

☐ Organization and Management

- ☐ The legal structure of your business
- ☐ Your organizational chart
- ☐ How the management team of your business will contribute to its success

☐ Service or Product

- ☐ Describe the product or service you are offering
- ☐ Pricing of your product
- ☐ How it benefits the customer
- ☐ Explain the product life-cycle
- ☐ Plans for handling intellectual property, copyright, and patent filings
- ☐ Explain any research and development efforts

☐ Marketing and Sales

- ☐ Describe how you will market toward your target customers
- ☐ Describe the sales process
- ☐ Provide details about your marketing budget
- ☐ Provide details about your sales budget
- ☐ Discuss your sales and marketing goals
- ☐ Discuss your pricing strategy as it applies to sales and marketing

☐ Funding Request

- ☐ The amount of funding you will need over the next five years

- ☐ How the funding will be used
- ☐ The type of funding you are seeking
- ☐ A description of any future financial plans for your business

☐ Financial Projections

- ☐ Income statements for the last three to five years
- ☐ Balance sheets for the last three to five years
- ☐ Cash flow statements for the last three to five years
- ☐ Any collateral available
- ☐ Financial projections for the next five years:
 - ☐ Projected income statements
 - ☐ Projected balance sheets
 - ☐ Projected cash flow statements
 - ☐ Budgeted capital expenditures

☐ Appendix

- ☐ Credit history
- ☐ Resumes
- ☐ Product photos
- ☐ Letters of reference
- ☐ Licenses and permits
- ☐ Patents
- ☐ Legal document