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## **\$ Profit Builders Inc.**

# **B** BUSINESS **CONSULTANT**

*Good solutions for your business!*

Helping You Out-Think, Out-Perform and  
Out-Earn the Competition-Risk Free & Guaranteed!

## **Business Structure Checklist**

Business structuring is a means to achieve aggressive goals. When you look at starting or growing your business you'll want to consider this checklist. As you go through the check list place a check mark next to the item you have completed.

### **Executive Summary**

Objectives

Mission Statement

Keys to success

### **Company Summary**

Company Ownership

Company History

Company Location & Facilities

### **Products and Services**

Product & Service Descriptions

Competitive Comparison

Sales Literature

Sourcing

Technology

### **Strategy and Implementation Summary**

Strategy Pyramids

Value Proposition

Competitive Edge

Marketing Strategy

Positioning Statement

Pricing Strategy

Promotion Strategy

Distribution Strategy

Marketing Programs

Sales Strategy

Sales Forecast

Sales Programs

Strategic Alliances

Milestones

### **Management Summary**

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Future Products and Services

Organization structure

Management Team

Management Team Gaps

Personnel Plan

**Market Analysis Summary**

Market Segmentation

Target Market Segment Strategy

Market Needs

Market Trends

Market Growth

Industry analysis

Industry Participants

Distribution Patters

Competitive Buying Patters

Main Competitors

**Financial Plan**

Important Assumptions

Key Financial Indicators

Break-even analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance sheet

Business Ratios

Short Term Plans

Long Term Plans

**Financial Spreadsheets**

[Please contact us if you need any help in completing your checklist. Thank you.](#)