

Goals and Objectives Checklist

1. How determined am I to see this succeed?
2. Am I willing to invest my own money and work long hours for no pay, sacrificing personal time and lifestyle, maybe for years?
3. What's going to happen to me if this venture doesn't work out? If it does succeed, how many employees will this company eventually have?
4. What will be its annual revenues in a year? Five years?
5. What will be its market share in that time frame?
6. Will it be a niche marketer, or will it sell a broad spectrum of good and services

Executive Summary

Points

- Mission or vision
- Services or product
- Customers
- Objectives

Company Summary

- Company Ownership
- Keys to success

Strategy and Implementation Summary

- Competitive Analysis
- Sales Strategy
- Marketing Strategies
- Management Summary

Cost Break Down