

Business Strategy

C H E C K L I S T

- In the first 3-36 months of my business, I successfully completed a sales and expense forecast.
- Over the first three months, I successfully completed a start-up cost budget that includes equipment and capital expenditures and organizational expenses.
- I have thoroughly outlined in a reporting form what each staff member's job entails and how often they should report to me.
- Having charted a step-by-step plan of action, I have ensured a smooth procedure that can be easily followed by anyone.
- I keep my tasks and those I delegate separate, and I monitor as needed.
- I hired a competent attorney, as well as a CPA, business consultant, and business coach to assist me.
- I utilize well-sourced sales projections to establish inventory, personnel, and monetary needs.
- My ultimate goals are clearly stated, visually displayed, and tracked so that they are thoroughly understood by everyone, including myself.
- If a plan that I have implemented is shown by current market indicators to be lacking, I am always willing to rethink, rewrite, or even scrap the initial plan.
- I make sure that I am always on course by tracking my plan of action daily.
- I target new demographics and devise effective ways of defining their needs and wants.
- My business plan is always changing, as is the market.
- I have studied successful business models, and educated myself about modern business practices.