



قبل از اينکه دست به کار شويد و بنگاه کاري خود را به راه بيندازيد، اين چک ليست را پر کنيد.
به ياد داشته باشيد که ابتدائي ترين الزامات کارآفريني، داشتن Business Plan است.

You	
Yes	No

1. Are you a self-starter?
yes no
2. Are you willing to work harder than you've ever worked before and for long hours without the security of as steady paycheck?
yes no
3. Can you afford to work without knowing how much money - or success - you'll ultimately earn?
yes no
4. Are you ready to make tough decisions on your own?
yes no
5. Do you know when you're "in over your head" and need outside help?
yes no
6. Are you willing to seek outside help? Do you know where to find it?
yes no
7. Can you deal effectively with other people?
yes no
8. Are you an effective leader, motivator, and communicator?
yes no
9. Are you willing to delegate authority and responsibility to others?
yes no
10. Are you willing to admit it when you're wrong?
yes no
11. Do you project a professional image to your clients and customers?
yes no
12. Can people trust what you say?
yes no
13. Can people trust you to do what you say you will do?
yes no
14. Do you have managerial experience?
yes no



Yes **No**

15. Do you have the technical skills you will need to operate your particular business?
yes no
16. Do you have the business skills you need to run a business?
yes no
17. Do you know your strengths and weaknesses?
yes no
18. Do you have business partners or advisors who can compensate for your weaknesses?
yes no
19. Have you worked in a business like the one you want to start?
yes no
20. Have you researched your business thoroughly?
yes no
22. Do you read a lot about your business and its industry?
yes no
23. Are you a good listener?
yes no

Your Idea

Yes

No

24. Is your product or service idea unique?
yes no
25. Does it serve a customer need or want?
yes no
26. Have you defined the competitive advantage your product or service offers ?
yes no
27. Do you know what your product or service will cost you?
yes no
28. Have you defined the "image" you want your product or service to have in the marketplace?
yes no
29. Can competitors easily copy your product or service?
yes no
30. Have you located suppliers who will sell you what you need at a reasonable price?
yes no



Your Business

Yes

No

31. Have you evaluated the various forms of ownership to determine which one is best for you?
yes no
32. If you have chosen to form a sole proprietorship, can you afford the unlimited personal liability?
yes no
33. If you have chosen to form a partnership, have you created a partnership agreement?
yes no
34. If you have chosen to form a partnership, have you determined which partners are general partners and which are limited partners?
yes no
35. If you have chosen to form a partnership, have you determined how a partner can leave the business?
yes no
36. If you have chosen to form a partnership, have you determined how you will settle disputes?
yes no
37. If you have chosen to form a corporation, have you filed the articles of partnership with the appropriate state?
yes no
38. If you have chosen to form a corporation, are you willing to tolerate the "double taxation" of this form of ownership?
yes no
39. Have you considered the Limited Liability Company (LLC) as a form of ownership?
yes no
40. If you have chosen to form an LLC, have you filed both the articles of organization and the operating agreement with the proper state?
yes no
41. If appropriate, have you filed a patent application with the U.S. Patent and Trademark Office for your product?
yes no
42. Have you given your business, product, and service names proper trademark protection?
yes no
43. If the answer to question #42 is "Yes," are you using the trademark properly?
yes no
44. If your business is built around original works of authorship, have you protected them with a copyright?
yes no



Your Strategy

Yes

No

45. Have you defined the core values that will guide your business?
yes no
46. Do you have a well-articulated, meaningful mission statement for your business?
yes no
47. Have you assessed your company's strengths and weaknesses?
yes no
48. Have you identified the key opportunities and threats facing your business?
yes no
49. Do you know what the key success factors are for your business?
yes no
50. Have you analyzed your competition well enough to know their strengths and weaknesses?
yes no
51. Have you established meaningful goals and objectives for your company?
yes no
52. Have you formulated a clear, coherent strategy that will serve as your company's "game plan"?
yes no
53. Have you created specific tactics to implement your company's strategy in the marketplace?
yes no
54. Have you established accurate control systems that will give you feedback on how well your strategy is working and how well your business is doing?
yes no

Your Market

Yes

No

55. Have you evaluated key economic trends and how they will affect your business?
yes no
56. Have you evaluated key technological trends and how they will affect your business?
yes no
57. Have you evaluated key sociopolitical trends and how they will affect your business?
yes no
58. Have you evaluated key demographic and lifestyle trends and how they will affect your business?
yes no



59. Have you identified your company's target market?
yes no
60. Have you researched your target customers enough to know their likes, dislikes, wants, needs, and preferences?
yes no
61. Have you determined the level of satisfaction your target customers have with existing products or services?
yes no
62. Have you defined how you will create value for your customers?
yes no
63. Do you know why your customers will want to buy your company's product or service?
yes no

Your Marketing Strategy

Yes

No

64. Have you developed a marketing strategy that is customer-focused?
yes no
65. Have you developed specific practices to implement this strategy?
66. Have you developed a marketing strategy that will produce a quality product or service for your customers?
yes no
67. Have you developed specific practices to implement this strategy?
yes no
68. Have you developed a marketing strategy that is focused on providing customer convenience?
yes no
69. Have you developed specific practices to implement this strategy?
yes no
70. Have you developed a marketing strategy that will generate innovations in your product or service over time?
yes no
71. Have you developed specific practices to implement this strategy?
yes no
72. Have you developed a marketing strategy that exploits speed as a competitive advantage?
yes no
73. Have you developed specific practices to implement this strategy?
yes no
74. Have you developed a marketing strategy that is built on customer service?
yes no



75. Have you developed specific practices to implement this strategy?
yes no
76. Do you know what stage of the product life cycle your product or service is in?
yes no
77. Have you identified the channels of distribution you will use to get your product or service to your target customers?
yes no
78. Have you established a price that will be reasonable to customers, profitable for your business, and will create the image you want in the marketplace?
yes no
79. Have you determined which advertising media will be most effective in reaching your target audience?
yes no
80. Have you identified the unique selling position that you will build your advertising messages around?
yes no
81. Do the ads you are planning to run answer the customer's question, "Why should I consider buying this product or service?"
yes no

Your Financial Plan

Yes

No

82. Have you created projected income statements for three years for your business?
yes no
83. Have you created projected balance sheets for three years for your business?
yes no
84. Have you developed estimates for your one-time startup expenses?
yes no
85. Have you developed estimates for your on-going business expenses?
yes no
86. Can you analyze your company's financial statements using ratio analysis?
yes no
87. Do you know what your company's breakeven point is?
yes no
88. Have you reworked your startup cost estimates to see if you can lower your breakeven point?
yes no
89. Do you know how long your company's cash flow cycle is?
yes no



90. Have you developed a cash budget for your company's first year of operation using a pessimistic, optimistic, and most likely sales forecast?
yes no
91. Have you developed a plan for collecting your accounts receivable promptly?
yes no
92. Have you set up a functional system for paying your accounts payable on time?
yes no
93. Have you set up a system for monitoring your company's inventory?
yes no
94. Do you know how much inventory you *should* have?
yes no
95. Have you developed a plan to avoid the "cash crunch"?
yes no

Your Business Plan

Yes

No

96. Have you developed a complete business plan for your company?
yes no
97. Does your plan include the "5 M's" - Market, Methodology, Management, Money, and Menaces?
yes no
98. Have you scored your plan on the Business Plan evaluation Scale?
yes no

Financing Your Business

Yes

No

99. Do you know how much money it will take to launch your business, and have you included a little extra for "Murphy's Law"?
yes no
100. Do you understand the implications of both debt and equity capital to your business?
yes no
101. Have you identified family members and friends who might be willing to finance your business?
yes no
102. Have you identified potential angels who might be willing to finance your business?
yes no



103. Is your business a possible candidate for a simplified registration or exemption for a public offering?
yes no
104. Have you established a business relationship with a banker?
yes no
105. Have you answered the seven questions every entrepreneur should be able to answer before approaching a banker for financing?
yes no
106. Have you considered other forms of debt financing?
- Trade credit?
- Equipment suppliers?
- Commercial finance companies?
- Savings and Loans?
- Stock brokers?
- Insurance companies?
- Credit unions?
- The Small Business Administration?
- State and local development programs?
yes no

Your Location and Layout

Yes

No

107. Have you studied the demographics of your proposed location and matched them against the profile of your target customer base?
yes no
108. Have you analyzed data from Census reports concerning your location?
yes no
109. Have you calculated the index of retail saturation for your proposed location?
yes no



110. Have you evaluated the site in terms of the level of competition, retail compatibility, and other factors unique to your business?
yes no
111. Have you evaluated building, buying, and leasing a building to house your business?
yes no

Your People

Yes

No

112. Have you developed a human resources plan for your business?
yes no
113. Have you created job descriptions and job specifications for each job in your company?
yes no
114. Have you developed a recruiting strategy to get the workers you need?
yes no
115. Have you developed a job application form that will give you the information you need about candidates and will avoid charges of discrimination?
yes no
116. Have you developed interviewing questions that will give you the information you need about candidates and will avoid charges of discrimination?
yes no
117. Have you developed a plan for orienting and training your employees on a continuous basis?
yes no
118. Have you developed a compensation plan that is equitable and motivating to employees?
yes no
119. Have you developed a plan for evaluating your employees' performances regularly?
yes no
120. Have you developed a procedure for documenting employees' performances in case you must fire them?
yes no

کماکان براي شما آرزوي موفقيت داريم (:)