

Business Plan – Revision Checklist

Content and Organization

- How clearly does the business plan identify and describe a situation, product, or service that this small business will supply, and explains why this fills a consumer need? How can this improve?
- How does your business plan use specific, accurate details to describe the situation, product, or service that you will provide? What places could use more detail? Were any places confusing?
- Does each paragraph focus on one specific topic or main idea? If not, where could the paragraphs be divided?
- Are all claims and assertions supported with specific details to create a well-thought-out case? If not, where would more information be helpful?
- Does your business plan include correct formatting, with a cover page containing the business title and writer's name, then single-spaced writing with 1 line between paragraphs, appropriate use of headings, page numbers, and bullet points, and no indents.

Style & Grammar

- How well does the business plan meet expectations for professionalism, mechanics, and grammar?
- Does the business plan contain paragraph breaks?
- Does each sentence “flow”?
- Point out any areas that could use rephrasing.
- Do all of the word choices make sense?
- Highlight or underline any words that don't quite fit.
- Mark any grammar errors. When fixing grammar errors, it can be helpful to read the sentence out loud to yourself.
- Did you remember to run spell check?
- What notes can you make for yourself about how to improve the assignment?