

SCF BUSINESS ASSESSMENT GUIDE

		ST	SA	DR	N/A
1) EXECUTIVE SUMMARY	(over-all rating)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Executive Summary	Have you provided a short Executive Summary at the front of your plan that describes the proposed product/service, how it will be marketed, how the business will be organized and run, and why it will be a success?				
2) BUSINESS ORGANIZATION	(over-all rating)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Legal Structure	Have you ever chosen a suitable legal structure for the business? Unless you will operate as a sole proprietorship, have you identified the other owners, directors, officers, principals and shareholders of the business?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Management Team	Have you made clear who will carry out the major business functions i.e. sales, productions, marketing, and finance? Have you provided profiles of the key managers? What outside people and organizations will help you with training in major business functions if you and your management team don't have the necessary skills?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Organization Structure	Have you developed and organization chart?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Type of Business	Will your business be independent, or will it depend on a franchise, licensing or other trading agreement?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3) MANAGEMENT	(over-all rating)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Life-Skills	Do you have the life skills necessary to run the business? Do you have the attitude, commitment, self-discipline and determination to be successful in business?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Business Skills-Communication Skills	How clearly do you communicate in writing and in words?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Presentation Skills	Have you shown that you have any presentation skills you will need in your business?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Interpersonal Skills	Have you shown that you have the interpersonal skills you need to be successful in your business?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Business Experience	What previous business experience have you had that will help make this business a success?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	MANAGEMENT ABILITIES & SKILLS				
▪ Training	Do you have, or plan to get before startup (through education, training, recruitment or outside help) the full range of management skills you need to run the business?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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▪ Certification	Do you (or your team members) have the right technical skills to run the business? Do you and your team have the required qualifications/certification (if any) to run the business?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4) THE BUSINESS	(over-all rating)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ The Product or Service	Have you clearly and fully described your products/service and business concept? Have you identified any more work that needs to be done to get the product/service ready to sell?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	THE INDUSTRY				
▪ Description	Have you fully described the industry for your business?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Industry Outlook and growth potential	Have you assessed and taken into account the trends, new products, developments, and risks of that industry?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Competition	Have you made a realistic assessment of the market share, strengths, weaknesses and profitability of the competition? Have you identified the keys to success of the top firms in the industry? Have you identified the reasons why competitors have gone out of business? How easy would it be for a competitor (existing or potential) to copy your product/service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	BUSINESS VENTURE				
▪ Product protection/rights	Have you identified issues (such as patent, copyright, trademark, franchise rights, etc.) that may hurt or help your business?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Business location and size	How does your business location help to reach you to your target market? How does your location compare with locations of your major competitors? Will you have enough space for a reasonable period?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Staff and Equipment	Have you realistically estimated your staff and equipment needs? (to meet the forecast level of sales with an acceptable level of customer service.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	BUSINESS GOALS				
▪ Short Term (1 yr)	Have you set specific targets for business launch, gross sales, profit margin, market share, new product development, etc.?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Long Term	Have you described your targets for gross sales, profit margin, market share, return on investment, net worth of business etc.?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5) MARKETING	(over-all rating)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Markets and Customers	How thoroughly have you researched and assessed market size, market needs and market trends?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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▪ Target Market	How well have you researched and described the target customer, market segment, needs and wants, location, buying patterns etc?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Competitive advantage	Is it clear why the customer will buy from your business rather than from the competition?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Sales Forecast	Is your sales forecast realistic and do-able? Have you stated the assumptions you based your forecast on? Are they complete and realistic?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Distribution	Have you defined how you will distribute the product/service? Is it appropriate given the nature of the product/service, sales expectations, competition and location of the market?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Sales Strategy	How realistic are your plans for selling the product/service? What, if any, contracts do you already have in place? Do you have any letters of commitment or support from potential customers?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Pricing	Have you set a realistic price, taking into account competition, customer willingness to pay, target profit margin, your own time, input costs etc.? How important is price for the sale of the product/service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Promotion Plan	Is your Promotion Plan realistic given you sales objectives, assigned budget and competitive activity? Does your business plan adequately describe the types of advertising and publicity you will use and you rationale behind them? Have you got an advertising and publicity schedule and budget?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Marketing effectiveness and tracking	Does your plan show how you will identify your customers and their preferences, and track the value of marketing/promotion campaigns?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6) OPERATIONS	(over-all rating)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PRODUCTION PLAN					
▪ Production process	Have you made a clear and realistic plan for manufacturing or obtaining the product/service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Physical plant requirements	Have you made a plan of the building, layout, equipment (operational and administration) and other physical plant needs of the business? Have you fully defined the sources and expected costs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Materials	Have you defined the source, cost, quality and availability of all materials you need? Will the business be dependent on one or several sources of supplies?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Inventory Requirements	Is your plan clear about the amount of inventory you will need to meet the sales forecast? Have you taken into account seasonal demand shifts, cost of stock, time to replenish, perishability of stock etc?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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▪ Personnel Requirements	Have you made a realistic assessment of the staff you will need – including their skill levels, training, and certification – to operate the business?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Monitoring	How will you monitor the performance of the business against your business plan, targets etc. so you can detect – and correct – differences early?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ACTIONS PLANS					
▪ Getting into Business	Have you made a detailed plan of all that needs to be done to open for business?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Achieving first year Goals	Have you listed all the activities that need to be undertaken to achieve your first year goals?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7) FINANCIAL INFORMATION	(over-all rating)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Current and History -Current financial position of applicant and any Guarantors	How financially strong are you and any guarantor based on your Personal Net Worth statements?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Personal Cash Flow Statement	Will you be able to support yourself until the business is generating sufficient income? Does your Personal Cash Flow Statement show that?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Year End Statements for last 3 Years	If you plan to buy or expand an existing business, what is the financial strength/performance of the business? Do you have audited statements for the business?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PROJECTIONS					
▪ Start up Costs	Have you calculated the full start up costs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Source and use of Funds	Does your plan show how you will get the money to start and operate the business until it is profitable?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Cash Flow Forecast	Does your plan contain a detailed cash flow forecast for the first year showing clearly the working capital you will need? Have you got yearly-total cash flow forecasts for years two and three? Have you included working capital needs in the “source and use of funds statement”? Will you/your business be able to repay the debt?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Profit and Loss Statements	Have you supplied projected profit and loss statements? Will the business become profitable within a reasonable period?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ Balance Sheet	Have you supplied an opening balance sheet?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

