Business Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Reviewer’s Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Strategic Plans will be evaluated based on three major criteria:

1. Operations
2. Marketing
3. Finance

It is the purpose of the committee to ensure that these three major business elements are in place and have been addressed adequately in the planning process. A score of 10+ is acceptable for passing this requirement.

**Section 1**

Does the Strategic Plan adequately provide proof for the successful **operation** of the business?

Company Overview Yes No

Management Team Yes No

Goals and Objectives Yes No

Mission Statement Yes No

Location & Facilities Yes No

Score (1-5) \_\_\_\_\_

**Section 2**

Does the Strategic Plan adequately provide proof for the successful **marketing** of the business?

Product or Service Description Yes No

Competitive Analysis Yes No

Industry Analysis Yes No

Marketing and Promotion Yes No

SWOT Analysis Yes No

Score (1-5) \_\_\_\_\_

**Section 3**

Does the Strategic Plan adequately provide proof for the successful **financial** sustainability of the business?

Cash Flow Projection Yes No

Income Statement Yes No

Balance Sheet Yes No

Score (1-3) \_\_\_\_\_

**Overall Score \_\_\_\_\_**