

Business Plan Template

A section-by-section checklist for building your veterinary practice business plan.

Use this checklist to build out a complete, lender-ready business plan. Work through each section in order — later sections (like your financial plan) lean on the research you do earlier.

Section	What to include	Status
Executive Summary	Mission, vision, and 3–5 key objectives for the first 12–24 months.	
Business Description	Services offered, target market, and what makes your practice distinct.	
Market Research	Local demographics, pet ownership rates, competitor landscape, and economic conditions.	
Marketing Strategy	Client acquisition plan, retention plan, and brand positioning.	
Operational Plan	Location, facilities, hours, workflow, and vendor/supplier relationships.	
Management & Staffing Plan	Org chart, hiring sequence, and compensation structure.	
Financial Plan	Startup budget, revenue projections, break-even analysis, and funding needs.	
Legal Compliance Summary	Business structure, required licenses, and insurance coverage.	
Risk Analysis	Key risks (financial, operational, market) and mitigation plans for each.	
Growth & Exit Strategy	Expansion plans, and long-term ownership or exit goals.	

Notes

Use the space below to jot down local numbers, financing contacts, or open questions as you work through each section.
