



JPAbusiness Information Memorandum Checklist

At JPAbusiness we know that professional, credible information is key to a successful business sale.

When preparing an Information Memorandum, **put yourself in the shoes of a potential business buyer**. What would you want to know before making a decision about such an important purchase?

What to include in a professional Information Memorandum when selling your business		Notes
Business overview	<input type="checkbox"/>	
Financial summary	<input type="checkbox"/>	
Explanation of the opportunity	<input type="checkbox"/>	
Industry sector dynamics	<input type="checkbox"/>	
Point of difference and competitive advantage	<input type="checkbox"/>	
Products and services	<input type="checkbox"/>	
Customers and suppliers	<input type="checkbox"/>	
Plant and equipment	<input type="checkbox"/>	
Business premises	<input type="checkbox"/>	
Operating hours	<input type="checkbox"/>	
Location	<input type="checkbox"/>	
Marketing	<input type="checkbox"/>	
People, processes and systems	<input type="checkbox"/>	
Asking price and inclusions	<input type="checkbox"/>	
Appendices and supporting information	<input type="checkbox"/>	

If you would like to learn more about the **business advisory and broking services** offered by **JPAbusiness**, please contact the team by visiting www.jpabusiness.com.au/contact-jpabusiness

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