

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 jpabusiness.com.au

Please feel free to post this checklist on your blog, or email, tweet and share it with your network.