

OPERATIONAL DOCUMENTATION CHECKLIST

This checklist details the core operational documentation that buyers expect to be able to review to assess how a business functions day-to-day.

General Systems

Business model

- How the company makes money

- Key products/services and delivery model

Process maps & standard operating procedures

- Sales, fulfillment, production, service delivery

- Purchasing, inventory, logistics

Capacity & scalability documentation

- Bottlenecks, utilization, outsourcing dependencies

Quality control procedures

- Quality assurance standards, inspection logs, certifications
(International Organization for Standardization compliant, industry-specific)

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Customers & Revenue

Top customer contracts and master supply agreements

Pricing policies and discount authority

Customer concentration analysis

Backlog / pipeline reports

Churn, retention, and renewal metrics

3

Sales & Marketing

Sales process documentation

Commission plans and sales incentives

Marketing strategy

Brand assets and IP ownership

Customer Relationship Management (CRM) reports (pipeline, conversion rates)

4

Supply Chain

Key supplier contracts

Vendor concentration analysis

Pricing agreements and rebate programs

Outsourcing or subcontractor agreements

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Technology & Systems

IT systems inventory

Enterprise Resource Planning, CRM, payroll, accounting, proprietary systems

Software licenses and renewals

Cybersecurity policies

Data privacy compliance documentation

Disaster recovery and business continuity plans