

BUSINESS PLAN

Business Name:		
Name:		
Address:		
Telephone:		

1. EXECUTIVE SUMMARY

(Arrange sections in Paragraph Format)

Business Description:

Projected sales and profit:

Market Analysis, Demand Picture and Competitive Advantage:

The ownership structure and management team:

Financing required for the business and how funds will be used (if applicable):

What is your projected breakeven point?

Your personal investment or contribution in the business:

2. BUSINESS PROFILE

(Arrange the following sections and information into paragraph format.)

a) **Business Name:** _____

Business Address: _____

City: _____ **Postal Code:** _____

Business classification:

Retail Service Sector Manufacturing Trades Services Construction Other

Business status: Starting a new business, purchasing franchise, purchasing an existing business

Business structure: Will you operate as a Sole proprietor, Partnership or Corporation? When was the business organized, incorporated, started?

b) **Products/services to be provided:** (include menu, product lists, service list. Attach documents when necessary.)

c) **Competitive Advantage:** _____

d) **Number of employees** (including owners): Full-time: _____ Part-time: _____ Casual: _____

Business Phone: _____ **Fax:** _____

E-mail: _____

3. MARKET ANALYSIS

(Arrange the following sections and information into paragraph format.)

a) **Market Area**

Where do you intend to sell your product or services (locally, regionally, nationally, internationally)?

What is the estimated size of your market (number of potential customers)?

b) **Market Analysis**

What are the trends and characteristics of the current marketplace?

Is the market growing?

How will your business fit in (is there room in the market)?

c) **Market Research**

What market research have you completed to support your market analysis? (Surveys, discussions with potential customers/suppliers/competitors, statistical data, etc...).

What were the results of your surveys and market research?

d) **Suppliers**

Who are your major suppliers and what do they supply? Where are they, how long have they been in business, what are your credit terms with them? (*Attach separate list if necessary*)

Supplier	Products	Location	History/years	Credit terms

4. CUSTOMERS

(Arrange the following sections and information into paragraph format.)

a) **Customer Profile**

Who are your target customers? Describe the characteristics of your typical customer.
(e.g. Individuals - age, income, family, gender, location Business - industry, size)

b) **Customer Buying Habits**

What influences your customer to buy? How important is price, quality, selection, warranty, service? How do your customers buy (cash, cheque, credit, debit, account)?

c) **Customer Base**

How will you grow your customer base? How will you keep customers once you obtain them? Will you provide any value-added services to attract customers? (e.g. *free delivery, pick-up, extended warranty, flexible/extended hours, etc...*)

5. COMPETITION

(Arrange the following sections and information into paragraph format.)

a) **Competition**

What industry sector(s) are you competing with? Consider both direct and indirect competitors.(e.g. *photo developing shop: Direct - other photo developers/retailers, grocery store developing Indirect - online/mail order developing, Polaroid, photo CD, photo inkjet printer at home...*)

b) **Competitive Analysis**

List direct competitors and details about each (*attach separate list if necessary*)

Company	Location	Years in Business	Price Range	Strengths	Weaknesses

c) **Competitive Advantage**

How will you create, or what is, your competitive advantage? What sets you apart, or what can you do better/faster/cheaper than your competitors? What opportunities in your industry or market will your business pursue?

6. COSTS AND PRICING

(Arrange the following sections and information into paragraph format.)

a) **Pricing Strategy**

What price will you charge for your product or service?

What does the competition charge, and what is the going rate in the market?

If your price varies, explain.

b) **Pricing**

How do you determine your price?

Do you price by item, by the job, or using an hourly rate?

Does your price include a specific markup on costs?

What profit do you get/need?

c) **Breakeven Analysis**

What is the minimum sales volume required to cover the costs of operating the business.

Attach cash flow projections for financial analysis.

Provide justification for line item assumptions.

7. MARKETING AND PROMOTIONS

(Arrange the following sections and information into paragraph format.)

a) **Business Image**

What image or reputation do you want to create for your business? What three words would you want a person to use when asked to describe your business?

(e.g. *reliable, cheapest, exotic, prompt, high-end, affordable, clean, ...*)

b) **Advertising**

List the types of advertising you will conduct, how often, and the estimated annual cost. This will be covered in detail in your Marketing Plan.

Advertising Medium	Quantity/Size	Frequency	Annual Cost
Newspaper:			
Flyers			
Brochures			
Business Cards			
Signage			
Internet/website			
Yellow pages			
Trade magazines:			
Social Media -			
Social Media -			
Social Media -			

c) **Networking**

What networking activities will you be involved with to generate awareness for your business?

(e.g. *trade shows, clubs, newsletters, associations, ...*)

8. OPERATING REQUIREMENTS

(Arrange the following sections and information into paragraph format.)

a) **Location**

Describe your location. If you are a retailer, is it a high traffic area? Convenient location? Attractive building and surroundings? If you are providing a service, are you centrally located?

b) **Facilities**

Describe the building and facilities which will house your business. If you are renting or leasing describe the terms, rate, square footage, signs, and parking. What equipment does your business require (specialized tools, business phone line, fax, copier, loading dock, ...)?

c) **Regulations**

Is your location zoned appropriately for the business (especially if home-based)? Are there any licenses, permits, or special government regulations affecting your business?

d) **Insurance**

What type of liability insurance will your business have (coverage, costs)? Do you need insurance for equipment or buildings (theft, fire, content)? Vehicles used for business?

e) **Industry Alliances and Advisors**

Do you have any business alliances or associates/advisors/mentors? Lawyers or accountants?

f) **Skills and Employees**

What skills are required to operate your business and who will provide them?

Resumes of owners and key employee:

How many employees will be required (full-time, part-time, casual)?

9. START-UP COSTS AND FUNDING

a) **Start-up Costs and Expenses** *(attach separate listing if required/desired)*

Category	Items	Cost
Building		
Renovations		
Leasehold Improvements		
Furniture & fixtures		
Equipment		
Inventory		
Other		
Working Capital		
Contingency reserve		
TOTAL:		

b) **Source of Funds**

	Amount
Personal cash contribution	
Private Investment	
Bank Loan - name: _____ Type/rate/terms: _____	
Other	
TOTAL:	

CASH FLOW PROJECTIONS - Year 2

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	TOTALS
BEGINNING CASH													
CASH IN*													
Sales													
Other Sales													
Other Sales													
Other Sales													
Other Sales													
Booth Rental													
TOTAL CASH IN													
CASH OUT													
Cost of Goods													
Rent													
Insurance													
Professional Fees													
Advertising													
Employee Pay													
FICA/Unemployment													
Security System													
Office Supplies													
Utilities													
Miscellaneous													
Other													
Owners Draw													
Loan Payment													
Estimated Taxes													
TOTAL CASH OUT													
CASH FLOW													
ENDING CASH													

