

# BUSINESS PLAN

Business Name:		
Name:		
Address:		
Telephone:		

## 1. EXECUTIVE SUMMARY

Business Description:

Marketing strategy and competitive advantages:

The ownership structure and management team:

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

Projected sales and profit:

What is your projected breakeven point?

Your personal investment or contribution in the business:

## 2. BUSINESS PROFILE

a) **Business Name:** \_\_\_\_\_

b) **Business Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **Postal Code:** \_\_\_\_\_

**Business Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

c) **Products/services to be provided:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- d) **Business status:**     Starting a new business  
                                  Purchasing franchise/new business idea  
                                  Purchasing an existing business

e) **Date business was registered or incorporated:** \_\_\_\_\_

f) **Number of employees** (including owners): Full-time: \_\_\_\_\_ Part-time: \_\_\_\_\_ Casual: \_\_\_\_\_

g) **Business structure:**     Sole proprietorship     Partnership     Corporation

h) **Business classification:**

Retail     Service Sector     Manufacturing     Trades Services     Construction     Other

### 3. MARKET ANALYSIS

a) **Market Area**

Where do you intend to sell your product or services (locally, regionally, nationally, and 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

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

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

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.  
(Include P&L for financial analysis)

Provide the profit required for your personal living expenses?

## 7. MARKETING AND PROMOTIONS

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, ...)*

d) **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?



## 8. OPERATING REQUIREMENTS

a) **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, ...)?

b) **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?

c) **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?

d) **Industry Alliances and Advisors**

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

e) **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
Inventory		
Equipment		
Furniture & fixtures		
Leasehold improvements		
Vehicles		
Deposits		
Working Capital		
Contingency reserve		
<b>TOTAL:</b>		

b) **Source of Funds**

	Amount
Personal cash contribution	
Private	
Bank name: _____ Type/rate/terms: _____	
Other (SBA)	
<b>TOTAL:</b>	