



Business Plan Summary for Existing Businesses

Community Futures Huron

(226)889-8256

www.cfhurion.ca

Loan Request

How much funding are you seeking and what will it be used for?

Organization Overview

Background:

History of the company

Ownership and Organization:

Business name and location

Phone, fax, email and website

Business number (including date of registration)

HST, payroll registrations

Regulations and licenses

Municipal zoning considerations

Legal structure (sole proprietorship, partnership, corporation)

Insurance coverage – how much is needed? with what firm? costs?

Record keeping plans

Owners skills and experience and personal qualifications for managing this business

Family cooperation/ support (if pertinent)

Advisors

Management and Staffing:

Key Personnel:

Who does what in the organization and are they qualified and experienced?

Plans for future hiring?

Your Product/ Service:

A detailed description of your service/product, paying attention to the time factor involved in delivering the service/ creating the product

Details of your niche advantage

Suppliers and terms

Pricing policies and terms of sale

Customer service considerations

Marketing Plan:

Demand

Is there still a demand for your products and services?

Identify the industry and describe trends and the outlook for the market. By investigating past trends, it is often possible to anticipate future opportunities in the market. Identify how you can capitalize on the trends identified.

Estimate the market share and sales volume that you think you can achieve over the next two, three years.

Target Market:

Identify your target market(s). Is the market growing or declining

Competition:

Tell us about your competition. Find out their length of time in business; size; location; products and pricing; estimated sales; etc.

What makes you different from them?

Sales Plan:

Discuss how and where you plan to sell and distribute your product or service.

How large will your average sale be?

Breakdown of services/product to sell.

Do you use direct sales force? How many salespeople do you need? Will they be compensated by salary or by commission?

Pricing

Explain in detail how you arrived at your prices. What are your pricing policies? Will you use credit cards? on account? How will you collect accounts?

What are your retail prices compared to the costs to produce your goods and services?

Advertising and Promotions:

What have you been using for marketing and advertising? Has it been effective? What is your strategy going forward? Which promotional activities you will use ... networking, public relations, trade shows, sales incentives, promotional literature, media, etc.

Please include estimated budget for the costs of your marketing and advertising in the upcoming year.

Financial Plan

Please include previous financial statements (income statements and balance sheets for your previous years in business)

Develop a cash flow projection showing the sales, expenses and profitability for the next year, including the additional loan payment.

Include necessary personal withdrawals