



## **Business Plan**

**For**

**“Name of Your Company”**

**Date**

**Address**

**Prepared by**

## **The Summary - Tell Us About Your Business**

The company name, ownership structure and management team

Your goals and a time frame to meet the goals

The business objectives

The products and services you provide

## **The Details**

### **Organization and Management**

#### **History of the Business**

Provide a history of your Business. If yours is an existing business then describe when and by whom the business was started and provide a description of any major changes that have occurred. If it is a new venture or start up, describe the events and motivation that led you to want to launch the venture.

#### **Location and facilities**

Discuss where your business is located and what facilities you have or need to run a successful operation from this location

#### **Ownership**

Who owns the business?

Identify the legal structure of your company, is it a:

- Sole proprietorship
- Partnership
- Incorporated company

Identify the principal owners, how the company is divided between them, and when the company was or plans to be registered.

## **Team**

Who is helping you? List all staff, management, mentors, coaches etc. that are helping you to grow your business. Describe what their duties and responsibilities are. You may also discuss how many employees you expect to have over the next 2-5 years.

## **Marketing**

### **Industry Overview**

Describe the industry trends and outlook; always show the source where you found your information. This is not just your opinion, but researched information.

### **Target Markets**

Who will buy your products and services? (who is willing and able to pay for your products and services?)

Where will you find these people and what marketing channels will you use to connect with them?

- What does your customer want?
- What factors influence their buying decisions?
- What trends exist with your customers?

### **Competitive Analysis**

Where else can the customer buy similar products and services?

Provide a complete list.

Is there still room for your business to grow and develop or is the marketplace full?

### **Competitive Advantage**

What makes you different, why would they buy from you?

Compare your business to your competitors. Why will the customers choose your business over your competitors?

## Products and Services

List the products and services you plan to sell. What is your anticipated selling price for each item?

## Costing and Pricing

Determine your cost of goods, or cost of services for each item.

List the total cost of each product and service compared to the selling price.

What is the profit margin on each item?

## Advertising and Promotion

What forms of advertising and promotion will be used and how will you reach your targeted audience?

Develop an advertising budget for the year and include all the costs and timing so you know how much you are going to spend on your advertising.

## Sales

Describe the sales process and how you will prospect for qualified leads and customers that are ready to buy.

Have you read about or begun any personal selling training?

## Sales Forecasting

Project how many people you think will buy your products or services and what quantity they will buy from you

Break your potential sales down into monthly and weekly sales by product.

Here is a simple example of a sales forecast.

Product or Service	Quantity sold each month	Quantity sold each week	Price	Month Total	Weekly Sales
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Product A	100	25	\$35	\$3500	\$875
Installation Services	40 hours	10	\$50	\$2000	\$500
Product B	116	29	\$25	\$2900	\$725
Total Sales				\$8,400	\$2100

\$8,400 x 12 months = \$100,800 per year in sales

Although the sales forecast is an estimation of what you might sell, plotting it all out for the year will give you a good sense of what it will take to produce the sales volume necessary to run your business.

## Operating Plan

### Suppliers

Who are your suppliers (if applicable)? Note that suppliers can also include sub-contracted services. What are their required payment terms? Are they located nearby or will shipping costs be a factor? Can these suppliers be changed easily if necessary?

### Location

Physical Location – are you in a good location; is it accessible to your customers?  
 Are there any regulatory issues affecting your business?  
 Have you reviewed the leasing arrangements with the landlord and a lawyer?  
 If the business is home-based, does zoning allow its existence?

### Equipment

Provide a detailed list of the operating assets such as machinery, computers, software, telephones, cars and so on. Include the value of these assets and identify which ones you now own and which ones will have to be purchased.

### Procedures

Production Procedures – describe how your product or service is created. If you provide a service then your production involves everything you do in the preparation and delivery of that service.

Are you organized and efficient?

What systems do you have now and what new systems will you need to put in place?

## **Inventory**

How much inventory do you need to buy?

Do you have an inventory management system in place?

## **Customer Service**

Describe your quality control and customer service procedures and policies. It is important that everyone involved with the business understands your customer service policies so that they will reinforce them and build strong customer loyalty.

Have you read about or taken any Customer Service training?

## **Operating costs**

Be sure to include a list of all your operating costs. What overhead expenses will be required by your business and what are their estimated annual totals? These expenses generally include rent, utilities, business and property taxes, transportation, office, telephone and etc.

## **Human Resources**

How many employees does your business currently employ (if applicable?) How many employees do you estimate will be required in the future? What skills are required of these employees? Will previous experience be essential? What is your long range human resource plan?

## **Trademarks and Licensing**

Are patents, trademarks and licensing agreements important factors in this business?

What about franchise fees and royalties? Are there legal requirements for membership

in specific trades or associations? What are annual costs of all of the above and have they been accounted for in your cash flow projections?  
 Have you check [BizPal](#) to verify permits and licensing?

## Financial Management

Who will do the bookkeeping, accounting and financial reporting, and what system do you have in place to keep it all organized?

### Start up costs

What equipment, renovations, inventory, working capital etc. will be required to start or expand this business?

Please itemize below all existing equipment and its estimated market value as well as any additional equipment you will need to purchase:

Equipment	Market value	Need to purchase?

### Sources of Financing

Where is the money coming from to start or expand the business?

Type of Financing	From Who	Amount
Term Loan		
Family		
Owners Savings		
Business Loan Request	WWCF	

## **The Income Statement**

Include a projected Income Statement if this is a new business.  
Include actual income statements if this is an existing business.

## **Cash Flow Projections**

Include a cash flow projection to show how/when the cash will come in and when it needs to go out.

## **The Balance Sheet**

Include an up to date balance sheet if this is an existing business.  
Include a projected opening balance sheet if this is a start up business.

## **Appendices**

Include support documents such as:

- Resume of Owners
- Partnership agreement
- Letters of intent from customers
- Existing contracts
- Letters with terms of purchase from suppliers
- Promotional literature
- Photographs of product or location