

Business Plan

Business Profile

Name: _____

Company Name (if applicable): _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Vision (i.e., What do you hope to accomplish?)

Mission (i.e., How will you get there from here?)

Values (i.e., How will you do business? What won't you do?)

Business Structure: (check one)

- Sole Proprietorship
- Partnership
- Corporation

Your Involvement in the Business: (check one)

- Full-time
- Part-time

Industry Classification: _____



Labour Market Information: (e.g., Briefly describe industry trends that will impact the success of your business)

Core Products and/or Service: (e.g., Briefly describe specific features of your product/service, research/development already completed and what is still needed, your competitive advantage, and future development plans)

Market Analysis

Customers (How many customers do you need to survive? How large is the market? What geographical area will you serve? Why will they prefer dealing with you?)

Competitors (Length of time in business / their competitive strengths and weaknesses)

Marketing Plan (How will you inform potential customers? What kind of advertising would be most effective? How much money will you spend on advertising?)



Pricing (What fees will you charge? How does this compare to others in your industry? What will be included in your fees? What will you charge extra for? What level of sales will result in you breaking even, including overhead? What kind of profit would make this worthwhile for you? Have you considered costs of credit, shipping, business development, travel, warranties, follow-up?)

Operating Needs

Location: (check one)

- Home-based
- Leased premises
- Shared office place
- Other: _____

Licensing, Registrations, and Insurance – what’s essential?

Resources

People (e.g., Do you have sufficient skills and time to operate all aspects of your business? If not, who will you need to hire? Under what kind of arrangements - employee, subcontractor, partner, casual labour? For what pay and how many hours? Will you require professional services from a lawyer, accountant, financial advisor, business consultant? If so, how much will this cost?)

Money (e.g., Specify the sources of money for starting-up your business. What investment are you personally contributing? How will you cover unexpected expenses? Complete a detailed cash-flow worksheet for the first 12 months and specific goals for anticipated sales and profits for the first three years.)



Equipment (e.g., If home-based, identify required equipment, furniture, phone lines, etc. and whether you will provide these yourself or lease / purchase them; If you will require external premises, identify requirements and costs)

Business Milestones/Timelines

(i.e., what will you do, by when?)

Item	Deadline
1.	
2.	
3.	
4.	

General Notes

