Click or tap here to enter Author’s Name

[Email address]

Contact Information

Owner/Founder:
Address:
Telephone #:
Email:
Website:

Click or tap here to enter LOGO

Click or tap here to enter Company Name

Business plan

Click or tap here to enter date

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# Executive Summary

Click or tap here to enter text

The executive summary should be written after the business plan is complete. Investors will read this section and decide whether or not to read the entire plan. A first-time reader should be able to read the summary by itself and know what your business is all about.

The executive summary is a brief explanation highlighting key points of the business plan and should include:

* Business opportunity and how the business will serve the market
* Description of the customer base you will be targeting
* Details about the products and/or service you will be providing and what makes them appealing to the target market
* Your competitive advantage
* Brief outline of your marketing strategies
* Description of the owners and key staff and the expertise they bring
* Summary of the financial plan including projections
* Implementation/action plan
* Funds you require and how the money will be used

The executive summary should be 1 - 2 pages in length

# Company Overview

## Description of the Business

Click or tap here to enter text.

## Vision Statement

Click or tap here to enter text.

## Mission Statement

Click or tap here to enter text.

## Company Information

Company Name: Click or tap here to enter text.

Business Address: Click or tap here to enter text.

Phone Number: Click or tap here to enter text.

Email: Click or tap here to enter text.

Website: Click or tap here to enter text.

Type of Business: Click or tap here to enter text. (e.g. landscaping, bookkeeping, website developer)

Legal Structure: Click or tap here to enter text. (e.g. sole proprietorship, partnership, corporation

Owner(s): Click or tap here to enter text.

Phone Number: Click or tap here to enter text.

Email: Click or tap here to enter text.

Date Founded: Click or tap here to enter text.

## Regulatory Requirements

Business Identification Number: Enter your Master Business License/Corporation Number

 Date Issued: Click or tap here to enter text.

Business Number: Enter number provided by Canada Revenue Agency (if applicable).

 Date Issued: Click or tap here to enter text.

Workplace Safety and Insurance Board Account Number: Click or tap here to enter text.

 Date Issued: Click or tap here to enter text.

Other Business Permits/Licences : Click or tap here to enter text.

 Date Issued: Click or tap here to enter text.

# Market Discovery

## Industry Trends and Growth Potential

Describe the trends and opportunities you have identified and how your company will develop strategies to foster growth.

## Consumer Identification and Segmentation

### Primary Market

Geographic Location: Where are your customers located, group by neighbourhood/postal code, city, county, province, or country?

Demographic/Firmagraphic Segmentation: What are some of the characteristics that define your market, personal and/or professional information?

Customer Persona: Describe your customer’s persona such as buying behaviours, preferred method of communication, pain points, values, and fears.

### Secondary Market

Geographic Location: Where are your customers located, group by neighbourhood/postal code, city, county, province, or country?

Demographic/Firmagraphic Segmentation: What are some of the characteristics that define your market, personal and/or professional information?

Customer Persona: Describe your customer’s persona such as buying behaviours, preferred method of communication, pain points, values, and fears.

### Tertiary Market

Geographic Location: Where are your customers located, group by neighbourhood/postal code, city, county, province, or country?

Demographic/Firmagraphic Segmentation: What are some of the characteristics that define your market, personal and/or professional information?

Customer Persona: Describe your customer’s persona such as buying behaviours, preferred method of communication, pain points, values, and fears.

## Competitive Analysis

|  |  |  |  |
| --- | --- | --- | --- |
| **Factors for Comparison** | Company Name | Competitor (Name | Competitor (Name |
| **Product/Service** | Enter text | Enter text | Enter text |
| **Pricing** | Enter text | Enter text | Enter text |
| **Quality** | Enter text | Enter text | Enter text |
| **Marketing Strategies** | Enter text | Enter text | Enter text |
| Enter text | Enter text | Enter text | Enter text |
| Enter text | Enter text | Enter text | Enter text |
| Enter text | Enter text | Enter text | Enter text |
| **Strengths** | Enter text | Enter text | Enter text |
| **Weaknesses** | Enter text | Enter text | Enter text |
| **Competitive Advantage** | Enter text | Enter text | Enter text |

# Products/Services & Pricing

## Product/Service Description

Describe the products or the services you offer, in detail, including your competitive advantage

## Revenue Model and Pricing

Describe the revenue model you will be using and how you determined the price of you offerings

# Marketing Strategies

## Brand Strategy

How do you want your company to be perceived, how will you do this?

## Marketing Goals

Provide a brief description and timeframe of your marketing goals.

## Marketing Strategies

What marketing strategies will you use; how and when will you use them? How much will they cost?

## Marketing Calendar

Refer to Appendix “\_\_\_\_”

## Sales Tools

What sales tools will you use; how and when will you use them? How much will they cost?

# Operations

## Location

## Overhead Expenses

Enter a description of the operating costs and assumptions that will appear in your cash flow projections. Overhead expenses are all the non-labor expenses required to operate the business. Expenses can be separated in two ways: fixed (expenses that must be paid no matter the volume of business) and variable or semi-variable (expenses which change according to the amount of business).

## Business Assets

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Need****✓** | **Have****✓** | **Qty.** | **Item** | **Description** | **Serial #** | **Purchase Date** | **Original Value** | **Current****Value** |
|[ ] [ ]  Enter # | Enter item | Enter description | Enter # | Enter date | Enter $ value | Enter $ value |
|[ ] [ ]  Enter # | Enter item | Enter description | Enter # | Enter date | Enter $ value | Enter $ value |
|[ ] [ ]  Enter # | Enter item | Enter description | Enter # | Enter date | Enter $ value | Enter $ value |
|[ ] [ ]  Enter # | Enter item | Enter description | Enter # | Enter date | Enter $ value | Enter $ value |
|[ ] [ ]  Enter # | Enter item | Enter description | Enter # | Enter date | Enter $ value | Enter $ value |
|[ ] [ ]  Enter # | Enter item | Enter description | Enter # | Enter date | Enter $ value | Enter $ value |
|[ ] [ ]  Enter # | Enter item | Enter description | Enter # | Enter date | Enter $ value | Enter $ value |

## Inventory Management

Details should include how you will manage and control inventory, the production/manufacturing process and timeframes, plus any factors that could affect outputs.

## Starting Inventory / Supplier

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Qty.** | **Item** | **Description** | **Unit** **Price** | **Supplier** | **Terms** |
| Enter # | Enter item | Enter description | Enter $ value | Click or tap here to enter contact informationCompany Name:Sales Rep:Email:Address: | Click or tap here to enter terms of payment. |
| Enter # | Enter item | Enter description | Enter $ value | Click or tap here to enter contact informationCompany Name:Sales Rep:Email:Address: | Click or tap here to enter terms of payment. |
| Enter # | Enter item | Enter description | Enter $ value | Click or tap here to enter contact informationCompany Name:Sales Rep:Email:Address: | Click or tap here to enter terms of payment. |

## Insurance Coverage

## Credit Policy

A good policy will generally do four things:

1. Determine which customers are extended credit and billed
2. Set the payment terms for parties to whom credit is extended
3. Define the limits to be set on outstanding credit accounts
4. Outline the steps or procedures used to deal with delinquent accounts

## Terms of Payment

Define terms of payment.

## Method(s) of Payment

Define method of payment you will accept and associated fees/costs.

# Human Resources

## Management

Who are the key managers?

* What will be their duties and responsibilities?
* What unique skills do they bring to the business?
* How will they be compensated?
* Resume may be added as an appendix.

## Employee Requirements

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Position** | **F/T** | **P/T** | **Job Description** | **Skills Required** | **Compensation / Terms** |
| Enter job position |[ ] [ ]  Enter job description | Enter skills required | Enter salary/wages, benefits, terms of employment |
| Enter job position |[ ] [ ]  Enter job description | Enter skills required | Enter salary/wages, benefits, terms of employment |
| Enter job position |[ ] [ ]  Enter job description | Enter skills required | Enter salary/wages, benefits, terms of employment |
| Enter job position |[ ] [ ]  Enter job description | Enter skills required | Enter salary/wages, benefits, terms of employment |

# Financial Plan

## Start-up Funds

Identify all the costs associated with starting the business, expanding a current business, or taking over a business as well as the sources of investment capital and/or borrowed money. Include a start-up budget or estimate to account for the initial cost of the business.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Description** | **Monthly** | **Quarterly** | **Annually** | **Date** |
| Enter personal costs prior to business start | Enter $ value | Enter $ value | Enter $ value | Enter mm/dd/ |
| Enter legal/professional fees | Enter $ value | Enter $ value | Enter $ value | Enter mm/dd/ |
| Enter equipment and costs | Enter $ value | Enter $ value | Enter $ value | Enter mm/dd/ |
| Enter supplies and costs | Enter $ value | Enter $ value | Enter $ value | Enter mm/dd/ |
| Enter salaries, wages, and payroll expenses | Enter $ value | Enter $ value | Enter $ value | Enter mm/dd/ |
| Enter rent and utility costs | Enter $ value | Enter $ value | Enter $ value | Enter mm/dd/ |
| Enter insurance fee | Enter $ value | Enter $ value | Enter $ value | Enter mm/dd/ |
| Enter accounting fee | Enter $ value | Enter $ value | Enter $ value | Enter mm/dd/ |
| Enter advertising and promotion costs | Enter $ value | Enter $ value | Enter $ value | Enter mm/dd/ |
| Enter costs of goods sold | Enter $ value | Enter $ value | Enter $ value | Enter mm/dd/ |
| Enter license, permit, and membership fees | Enter $ value | Enter $ value | Enter $ value | Enter mm/dd/ |
| Enter personal costs prior to business start | Enter $ value | Enter $ value | Enter $ value | Enter mm/dd/ |
| Enter personal costs prior to business start | Enter $ value | Enter $ value | Enter $ value | Enter mm/dd/ |
| Enter personal costs prior to business start | Enter $ value | Enter $ value | Enter $ value | Enter mm/dd/ |

## Sales Assumptions

Enter sales assumptions based on market research and your marketing strategies.

## Cash Flow Projections

Refer to Appendix “\_\_\_\_”

# Action Plan

## Months 1 - 3

|  |  |  |  |
| --- | --- | --- | --- |
| **Objective** | **Tasks** | **Resources** | **Deadline** |
| Enter objective | List what you need to do to achieve objective  | Enter resources required | Enter completion date |
| Enter objective | List what you need to do to achieve objective  | Enter resources required | Enter completion date |
| Enter objective | List what you need to do to achieve objective  | Enter resources required | Enter completion date |
| Enter objective | List what you need to do to achieve objective  | Enter resources required | Enter completion date |

## Months 4 - 6

|  |  |  |  |
| --- | --- | --- | --- |
| **Objective** | **Tasks** | **Resources** | **Deadline** |
| Enter objective | List what you need to do to achieve objective  | Enter resources required | Enter completion date |
| Enter objective | List what you need to do to achieve objective  | Enter resources required | Enter completion date |
| Enter objective | List what you need to do to achieve objective  | Enter resources required | Enter completion date |
| Enter objective | List what you need to do to achieve objective  | Enter resources required | Enter completion date |

## Months 7 - 9

|  |  |  |  |
| --- | --- | --- | --- |
| **Objective** | **Tasks** | **Resources** | **Deadline** |
| Enter objective | List what you need to do to achieve objective  | Enter resources required | Enter completion date |
| Enter objective | List what you need to do to achieve objective  | Enter resources required | Enter completion date |
| Enter objective | List what you need to do to achieve objective  | Enter resources required | Enter completion date |
| Enter objective | List what you need to do to achieve objective  | Enter resources required | Enter completion date |

## Months 10 - 12

|  |  |  |  |
| --- | --- | --- | --- |
| **Objective** | **Tasks** | **Resources** | **Deadline** |
| Enter objective | List what you need to do to achieve objective  | Enter resources required | Enter completion date |
| Enter objective | List what you need to do to achieve objective  | Enter resources required | Enter completion date |
| Enter objective | List what you need to do to achieve objective  | Enter resources required | Enter completion date |
| Enter objective | List what you need to do to achieve objective  | Enter resources required | Enter completion date |

# Appendices

Provide documentation that supports the body of your business plan, include documents such as:

## Marketing Calendar

## Social Media Calendar

## Management Resume

## Cash Flow Projections