

Business Name: \_\_\_\_\_

Borrower Name(s): \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_



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**Business Plan  
Template**

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## 1. EXECUTIVE SUMMARY

**Business objectives:**

**Projected sales and profit:**

**Marketing strategy and competitive advantages:**

**How you will meet your goals and time frame:**

**The ownership structure and management team:**

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

**Personal investment or contribution in the business:**

## 2. BUSINESS PROFILE

**Business Name**

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**Business Address**

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

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

**Email** \_\_\_\_\_

**Products/services to be provided**

**Business status**

Starting a new business

Purchasing a franchise/new business idea

Purchasing an existing business

**Date business was registered or incorporated** \_\_\_\_\_

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

**Business structure**

Sole proprietorship

Partnership

Corporation

**Business classification**

Retail

Tourism

Service Sector

Manufacturing

Agriculture

Trades Services

Construction

Other \_\_\_\_\_

**Countries you will export your products/services to (if applicable)**

### 3. MARKET ANALYSIS

*Research your market before you go ahead with your business idea, not after!*

#### **Market Area**

Where do you intend to sell your product or services (locally, regionally, nationally, internationally)?  
What is the estimated size of your market (number of potential customers)?

#### **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)?

#### **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?

#### **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/Year	Credit

## 4. CUSTOMERS

### 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)

### 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)?

### 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

### 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...)

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### Competitive Analysis

List direct competitors and details about each (*attach separate list if necessary*)

Company	Location	Years in Business	Price Range	Strengths	Weaknesses

### 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?

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## 6. SWOT ANALYSIS

A SWOT Analysis identifies your internal strengths and weaknesses, as well as your external opportunities and threats. The internal strengths and weaknesses, compared to the external opportunities and threats, can offer additional insight into the condition and potential of the business.

<b>Strengths</b>	<b>Weaknesses</b>
<b>Opportunities</b>	<b>Threats</b>

How can you use the strengths to better take advantage of the opportunities ahead and minimize the harm that threats may introduce if they become a reality?

How will you overcome weaknesses of your business and your products? What are your plans to improve weak areas?

## 7. PRODUCTS AND SERVICES

**Product/Service #1 -** \_\_\_\_\_

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**Product/Service #2 -** \_\_\_\_\_

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**Product/Service #3 -** \_\_\_\_\_

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**Product/Service #4 -** \_\_\_\_\_

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## 8. COSTS AND PRICING

### 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.

### 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?

### Breakeven Analysis

What is the minimum sales volume required to cover the costs of operating the business and provide the profit required for your personal living expenses?

*Values used to compute the breakeven sales should be taken from the cash flow forecast.*

*gross profit = sales - (materials + labour)      i.e. sales - cost of goods sold*

*gross profit % = gross profit / sales*

Gross profit margin percentage \_\_\_\_\_ %

Annual fixed overhead costs \$ \_\_\_\_\_

Owner's drawings (personal living expenses) \$ \_\_\_\_\_

*Breakeven Sales =  $\frac{\text{annual overhead} + \text{owner's drawings}}{\text{gross profit \%}}$  = \$ \_\_\_\_\_*

## 9. MARKETING AND PROMOTIONS

### 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*)

### 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.

### Networking

What networking activities will you be involved with to generate awareness for your business? (e.g. *trade shows, clubs, newsletters, associations*)

Advertising Medium	Quantity/Size	Frequency	Annual Cost
Newspaper			
Flyers			
Brochures			
Business Cards			
Signage			
Internet/Website/Social Media			
Trade Magazines			
Google Ads			
Email Marketing			

### 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?

## 10. OPERATING REQUIREMENTS

### 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)?

### 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?

### 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?

### Industry Alliances and Advisors

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

### Skills and Employees

What skills are required to operate your business and who will provide them? How many employees will be required (full-time, part-time, and/or casual)?

## 11. START-UP COSTS AND FUNDING

**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>		

### Source of Funds

TYPE	AMOUNT
Personal Cash Contribution	
Family & Friends	
Bank Loan	Type/Rate/Terms
CFDC Middlesex	
Private	
<b>TOTAL</b>	