

SADC

Société
d'aide au développement
de la collectivité

ROCHER-PERCÉ

GUIDE TO WRITING BUSINESS PLAN

We take care of **your business**

And you are in good hands

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ANNEXE I Resume

ANNEXE II Personal Balance Sheet

This document is a working guide. Under no circumstances should it be used in its present form to submit a request for financial aid to government or financial institutions.

WHY A BUSINESS PLAN?

- ◇ A business plan is for an entrepreneur what a curriculum vitae is for a job hunter.
- ◇ Entrepreneurs who want to increase their chances of obtaining credit for their business activities need to have a solid plan when they meet with potential promoters.
- ◇ A good business plan also allows you to verify the credibility of your project by giving structure to your idea.
- ◇ Not only is it a guide for potential financial investors but is an important exercise which demonstrates the seriousness of the entrepreneur who is going into business.
- ◇ In addition to financial information the creation of a business plan also demonstrates that the entrepreneur has already invested in his project and has taken the time to think it over in detail.
- ◇ Take the time you need to do things right. Because your business plan will be the first thing your organization creates, it's up to you to make the image exactly like you want it.

More precisely a business plan

- ◇ Translates all of your plans, predictions and expectations into numbers:

- ◇ Evaluates your clients's needs and your competitors position.

- ◇ Is a sales pitch to interest potential lenders and partners.

- ◇ Gives your business a concrete realistic action plan.

BUSINESS IDENTIFICATION

Business name	_____		
Legal address	_____ _____		
Business Telephone	_____	Fax	_____
Email	_____		

Promoter	_____		
Address	_____ _____		
Home phone	_____	Cell	_____
Birthdate	_____	Social Insurance Number	_____

BUSINESS SUMMARY

Make a table presenting the main components of your project

Activity Sector _____

Project start-up Acquisition Expansion

Target clientel _____

Services offered _____

Target territory _____

	<u>Project cost</u>		<u>Financial structure /</u>
_____	\$	_____	\$
_____	\$	_____	\$
_____	\$	_____	\$
_____	\$	_____	\$

	<u>Project turnover or sales</u>		<u>Actual turnover or sales</u>
Year 1	\$	Year	\$
Year 2	\$	Year	\$
Year 3	\$	Year	\$

Job creation

Full time

Part time

Job maintenance

Full time

Part time

PRESENTATION OF PROMOTOR(1)

Introduce each promoter by describing their training, work experience and facts pertinent to the project. Attach each curriculum vitae and personal balance sheet in annexe.

Promoter's name : _____

Expérience : (Work experience related to project)

Relative accomplishments : (Affiliations memberships or volunteer activities related to the project)

Training : (Academic training or additionnal courses)



Primary tasks within the organization ::

PRESENTATION OF PROMOTOR(2)

Introduce each promoter by describing their training, work experience and facts pertinent to the project. Attach each curriculum vitae and personal balance sheet in annexe.

Promoter's name : _____

Expérience : (Work experience related to project)

Relative accomplishments : (Affiliations memberships or volunteer activities related to the project)

Training : (Academic training or additionnal courses)



Primary tasks within the organization ::

PRESENTATION OF PROMOTOR(3)

Introduce each promoter by describing their training, work experience and facts pertinent to the project. Attach each curriculum vitae and personal balance sheet in annexe.

Promoter's name : _____

Expérience : (Work experience related to project)

Relative accomplishments : (Affiliations memberships or volunteer activities related to the project)

Training : (Academic training or additionnal courses)



Primary tasks within the organization ::

LEGAL AND ADMINISTRATIVE ASPECTS

State the laws and or regulations governing your business activities and if necessary describe which permits or certificates of authorization that you need to operate your business.

<u>Jurisdiction</u>	<u>Laws and or regulations</u>	<u>Permits or authorizations</u>
	_____	_____
<u>Municipal :</u>	_____	_____
	_____	_____
	_____	_____
<u>Provincial :</u>	_____	_____
	_____	_____
	_____	_____
<u>Federal :</u>	_____	_____
	_____	_____
	_____	_____
<u>Others :</u>	_____	_____
	_____	_____

DISTRIBUTION NETWORK

Describe if need be, your distribution network (what means of transport will be used to distribute your product or service? (for example, with your personal delivery vehicle, by an external distributor, or by another means of transportation?)

SUPPLIERS

List your main suppliers, their coordinates, as well as any conditions and demands you will have to consider in order to ensure the good functioning of your business.

<u>Supplier's name</u>	<u>coordinates</u>	<u>Delivery dates</u>	<u>Payment standatds</u>
<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>

COMPETITORS

You will not be alone. Every business has a competitor even if it is difficult to identify. Your competitors are not always who we think they are, as soon as there is an opportunity for a consumer to replace a product or service with another, there is competition. It is even more apparent when a business similar to yours exists near you.

List in order of importance your competitors and describe the strengths and weaknesses of each.

Competitor #1 :

	Strengths	Weaknesses
Price :		
Quality of product or service :		
Customer service :		
Sales strengths :		
Publicity and Promotion :		
Localisation :		
Others :		

Competitor #2 :

	Strengths	Weaknesses
Price :		
Quality of product or service :		
Customer service :		
Sales strengths :		
Publicity and Promotion :		
Localisation :		
Others :		

Competitor #3 :

	Strengths	Weaknesses
Price :		
Quality of product or service :		
Customer service :		
Sales strengths :		
Publicity and Promotion :		
Localisation :		
Others :		

HUMAN RESSOURCES

How many jobs will be created when you start your business? Give a description of the tasks for each job, the number of hours to be worked and the projected wage.

Job title : :	_____	Expected hiring date :	_____
Hourly rate :	_____	Number of hours weekly or yearly :	Total Earnings : : _____
Number of people :	_____	Task description : :	_____
	_____		_____

Job title :	_____	Expected hiring date :	_____
Hourly rate :	_____	Number of hours weekly or yearly :	Total Earnings : _____
Number of people : :	_____	Task description : :	_____
	_____		_____

.....

Job title : _____ Expected hiring date : _____

Hourly rate : : _____ Number of hours weekly or yearly : _____ Total Earnings : : _____

Number of people : _____ Task description : _____

Job title : _____ Expected hiring date : _____

Hourly rate : : _____ Number of hours weekly or yearly : _____ Total Earnings : : _____

Number of people : _____ Task description : : _____

MARKETING

Describe your publicity goals¹ and outline how you will reach your clientele (publicity in newspaper, brochures, promotional articles, yellow pages, etc.).

<u>Goals</u>	<u>Method used</u>	<u>Frequency</u>	<u>Cost</u>
Goal #1	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
Goal #2	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
Goal #3	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____

¹ Objectives targeted by business publicity can be identified in the following way :

- Breakin into a new market
- Increasing business visibility
- Creating consumer awareness for a new product

BUSINESS RENOVATION OR ADDITIONS

Indicate any changes that you will make to your business site (interior and exterior). For example having electricity installed, paint or a new division.

<u>Work to be done</u>	<u>Costs</u>
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$

ÉQUIPMENT

List the equipment that your will have to buy and the prices for each. List also the equipment on hand and evaluate their value on the market.

<u>Équipement that you will have to buy</u>	<u>Costs</u>
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$

<u>Equipement on hand</u>	<u>Estimated value</u>
	\$
	\$
	\$
	\$
	\$
	\$

OTHERS

<u>Others</u>	<u>Costs</u>

Note : The promoters contribution must be equal to 20 % of the total project cost. Community Futures Development Corporation (CFDC) of Rocher-Percé personnel will help you with your search for financing.

WORK HYPOTHESIS

Of all the parts of a business plan the financial forecasts are the most important because it will demonstrate the financial viability of your business.

To do this you must prepare the most accurate financial forecasts possible. Usually these forecasts are spread out over a 3 year period.

INCOME

Indicate the estimated total annual revenue and the method of calculation. For example a campground estimated its revenue for the year 2002 at 68 520 \$ and were based on the following hypothesis.

	Nber of days per month	Number of sites	Level of occupation	Prce	Total
June	15	80	25 %	15 \$	4 500 \$
July	31	80	80 %	15 \$	29 760 \$
August	31	80	80 %	15 \$	29 760 \$
September	15	80	25 %	15 \$	4 500 \$
Total :					68 520 \$

Also indicate the monthly income in % according to your anticipated annual sales.

Month	%	Month	%
January		July	
February	_____	August	_____
March	_____	September	_____
April	_____	October	_____
May	_____	November	_____
June	_____	December	_____
	_____		_____

Note : The total must equal 100 %.

EXPENSES (Indicate estimated annual expenses using the following list).

Purchases and transport costs (this cost is generally expressed as a percentage of your turnover).

Salaries

	Year 1	Year 2	Year 3
Employee #1	\$	\$	\$
Employee #2	\$	\$	\$
Employee #3	\$	\$	\$
Employee #4	\$	\$	\$
Total:	\$	\$	\$

Rent

Heating and energy

Insurance

Maintenance and Repairs

Taxes and Permits

Vehicule expenses (gas, oil, maintenance and repairs)

Office supplies

Télécommunications

Publicity and Promotion

Travel expenses (trips : gas, meals and lodging)

You will certainly have to visit your clients and your suppliers or assist with expositions and salons.

Professional fees (notary, accountant, lawyer, consellor, etc.)

Bank Charges

Deductions (owners salary, if it is a registered business)

Miscellaneous (all other expenses not yet mentioned)

ANNEXE I

Resume

RESUME

Family name :

Name :

Address :

Telephone :

Email :

Academic training (start with the most recent)

Date	Institution	Diploma obtained, specializations
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Work experience (start with the most recent)

Date	Employer	Function
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Social activities and hobbies

RESUME

Family name :

Name :

Address :

Telephone

Email :

Academic training (start with the most recent)

Date	Institution	Diploma obtained, specializations
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Work experience (starting with the most recent)

Date	Employer	Function
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Social activities and hobbies

RESUME

Family name :

Name :

Address :

Telephone :

Email :

Academic training (start with the most recent)

Date	Institution	Diploma obtained, specializations
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Work experience (starting with the most recent)

Date	Employer	Function
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Social activities and hobbies

ANNEXE II

PERSONNAL BALANCE SHEETS

PERSONNAL BALANCE SHEET

Family name :

Name :

Dated :

ASSET

Cash on hand :

Deposits (Caisse, bank) :

Shares-stocks (market value) :

Bonds :

RRSP :

Automobile :

Immovable :

House furnishings (furniture) :

Others :

Total assets (A) :

Net worth (A-B) :

Signature :

LIABILITY

Emprunt (caisse, banque) :

Marge de crédit :

Carte de crédit :

Emprunt automobile :

Hypothèque :

Autres :

Total liabilities (B) :

PERSONNAL BALANCE SHEET

Family name :

Name :

Dated :

ASSET

Cash on hand :

Deposits (Caisse, bank) :

Shares-stocks (market value) :

Bonds :

RRSP :

Automobile :

Immovable :

House furnishings (furniture) :

Others :

Total assets (A) :

Net worth (A-B) :

Signature :

LIABILITY

Emprunt (caisse, banque) :

Marge de crédit :

Carte de crédit :

Emprunt automobile :

Hypothèque :

Autres :

Total liabilities (B) :