

STEP-BY-STEP BUSINESS PLAN OUTLINE

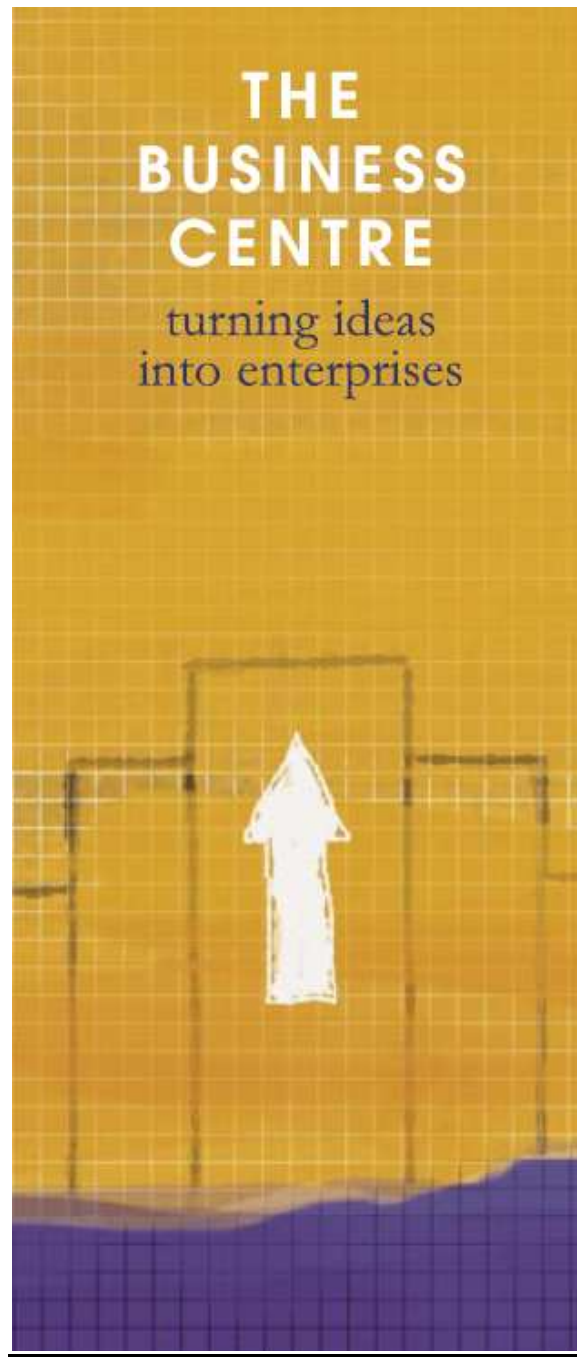


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Your Business Venture

Business name:

Specify the (anticipated) start date of your business:

Specify the structure of your business (*circle one*):

- Sole-Proprietorship (operating on your own)
- Partnership
- Corporation

List the name(s) of the owners:

Where will your business be located?

Describe your business:

Outline why you think this business will be a success and what will make your business different from other similar businesses already in operation:

Will your business need extra financing in addition to the personal contribution you plan on making? If yes, how much do you think you will need?

What are your personal goals for starting a small business (list three)?

1.

2.

3.

What are your business goals? What do you hope the business has accomplished after:

One Year:

Five Years:

Industry & Market Analysis

Some preliminary sources of industry information: statcan.ca, cobsc.org, strategis.ic.gc.ca, ontario-canada.com

Industry

Identify what industry your business be operating in? *I.e. manufacturing, construction, tourism, hospitality, etc.*

List what trends have occurred in this industry over the past five years.

Is the industry (*circle one*):

- Growing
- Stable
- Declining

List what upcoming trends you foresee in the next five years.

Is this a seasonal business (*circle one*)?

- Yes
- No

Are there any specific standards or regulations for this type of business?

Competition

List three (3) of your direct competitors (*their location, phone number, years in business*).

1. _____

2. _____

3. _____

For each competitor, list their strengths and their weaknesses:

1. _____

2. _____

3. _____

What do you see as your competitive advantage(s)? What will you do better/differently than your competition?

Customers:

Outline your target market's:

- Age range
- Income range:
- Gender:
- Occupation:

How often do your customers buy (*circle one*):

- Daily
- Weekly
- Monthly
- One time only
- Other

How many people are in your target market:

Highlight any additional information about your customer:

Marketing Plan

Product

What are your product/service's unique features?

What are the competitive advantages of your product/service compared to the others already in the market?

How are you going to position your product/service against the competition (*i.e. higher price, higher quality, better selection, etc.*)?

Price:

What price do you plan to charge for your product/service:

How did you get to that price?

How does your pricing compare with that of your competitors? *i.e. lower, higher?*

Circle the forms of payment you plan to accept at your business:

- Credit card
- Debit
- Cash
- Personal Cheque

Place:

What is the address of your location:

What are the costs associated with your location:

- Rent:
- Heat/Hydro:
- Internet
- Other:
- Other:
- Other

What makes this a good location? *I.e. High traffic, ample parking, low cost, etc.*

Advertising & Promotion

What types of media do you plan to use to generate awareness for your business? What will it cost and how long will you run each type of advertising (i.e. start date and end date)?

- Business Cards
 - Cost: _____
 - Timeline: _____
- Newspaper
 - Cost: _____
 - Timeline: _____
- Flyers
 - Cost: _____
 - Timeline: _____
- Website
 - Cost: _____
 - Timeline: _____

- Television
 - Cost: _____
 - Timeline: _____
- Yellow Pages
 - Cost: _____
 - Timeline: _____
- Other
 - Cost: _____
 - Timeline: _____
- Other
 - Cost: _____
 - Timeline: _____
- Other
 - Cost: _____
 - Timeline: _____

How and where can you obtain free publicity?
I.e. Networking, Bits 'N Business in the Nugget, etc.

Management & Ownership

Organizational Structure

of full-time employees (including yourself) _____

of part-time employees _____

of seasonal employees _____

List all of the positions that will be part of your business:
1. _____
2. _____
3. _____

Clearly define the duties and responsibilities of each of the positions outlined above:
1. _____

2. _____

3. _____

What duties and responsibilities will you be accountable for:

Outline your own experience and strengths and explain how you will be able to perform the tasks you are responsible for:

Indicate some areas of weakness where you may require some help and guidance.

Where will you get this guidance?

Operating Plan

Is your business (*circle one*):

- Home-based
- Commercial location

What are the advantages of the location:

What are the disadvantages of the location:

Are there any specific zoning requirements for this type of business (*Make sure you contact the-Zoning Department for your municipality – North Bay 705-474-0626 ext. 402*)

For you facilities, will you (*circle one*):

- Purchase
- Rent

For your equipment, do you plan to (*circle one*):

- Purchase
- Rent

Financial Plan

Approximately how much money will you require to start your business?

What are your largest expenditures?

ITEM	COST
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Where do you plan on getting this financing?

- Loan from a financial institution
- Loan from friend/family
- Personal investment
- Other: _____

ESTIMATED AMOUNT (\$)
