|  |
| --- |
| Business Plan |
| Business name |
| **Logo (if available)** |
| Complete address (if available) |
| **Entrepreneur’s first and last names** |
|  |

Phone number

Email

Website

Date of last modification

**

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# EXECUTIVE SUMMARY

## The project

## Mission statement

## Project schedule

## Entrepreneur(s)

## Costs and projected financing

## Financial forecasts summary

# THE PROJECT

## Company history

## Project description

## Mission statement

## Location

## Schedule

## Objectives

# THE ENTREPRENEUR (S)

## Presentation of entrepreneur (s)

## Personal income statement

|  |  |
| --- | --- |
| **Entrepreneur Name** | |
| **Date** | |
| ASSETS | **$** |
| **Financial assets** |  |
| Cash balance (in chequing and savings accounts) |  |
| Investments (Certificate of deposit, actions, mutual funds, etc.) |  |
| RRSP |  |
| Receivables (Accrued Interest, etc.) |  |
| Pension plans (RPA, RPDB, RPE) |  |
| Other financial assets  : |  |
| **Subtotal of financial assets** |  |
| **Personal property (market value) MARHCHCCHVBVBVBVBVBVBhhghghmmmajshghsgdhgshdgshmmmaaaddddmaeemarchande)** |  |
| Buildings (other than residence) |  |
| Principal residence |  |
| Furniture |  |
| Vehicle |  |
| Boat |  |
| Land |  |
| Other property : |  |
| **Subtotal assets** |  |
| **TOTAL ASSETS** | **$** |
| **LIABILITIES** | **$** |
| **Short term** |  |
| Lines of Credit |  |
| Credit cards |  |
| Taxes due |  |
| Other debt: |  |
| **Subtotal short term liabilites** |  |
| **Long term** |  |
| Vehicle loan |  |
| Personal loan |  |
| Mortgage |  |
| Other mortgage |  |
| Other debts : |  |
| **Subtotal long term debt** |  |
| **TOTAL LIABILITIES** | **$** |
| **NET WORTH** (Total assets – Total liabilities) | **$** |

I declare that the information provided is accurate and complete.

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# LEGAL AND ORGANIZATIONAL STRUCTURE

## Legal structure

### Legal form

* Sole proprietorship or single-owner
* General partnership (S.E.N.C.)
* Corporation
* Non-profit organization
* Cooperative

Explain the reasons for the legal structure choice.

Indicate the date of registration or incorporation. If incorporated, add a copy of the charter in the appendix.

### Distribution of property

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **First and last name** | **Status** | | **Down payment ($)** | | **Participation (%)** |
|  |  |  | |  | |
|  |  |  | |  | |
|  | | | | **100 %** | |

## Organizational structure

### Organization chart

### Tasks distribution

### Support network and resource persons

* Name your contacts that will help you with your business.

|  |  |  |
| --- | --- | --- |
| **Person name** | **Title, experience** | **Kind of help** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

# MARKETING

## Market study

**5.1.1 Major trends in the sector and global market (potential market share)**

**5.1.2 SWOT (Les MOFF)**

|  |  |
| --- | --- |
| **Threats (Menaces)** | **Opportunities (Opportunités)** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

|  |  |
| --- | --- |
| **Strengths (Forces)** | **Weaknesses (Faiblesses)** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

## Description of products and/or services

### Territory

### Target market

## Competition

### Direct competitors

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name of competitor** |  |  |  |  |
| **Products/services** |  |  |  |  |
| **Price** |  |  |  |  |
| **Localisation** |  |  |  |  |
| **Publicity and promotion** |  |  |  |  |
| **Strength** |  |  |  |  |
| **Weakness** |  |  |  |  |
| Other |  |  |  |  |

### Indirect competitors

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name of competitor** |  |  |  |  |
| **Products/services** |  |  |  |  |
| **Price** |  |  |  |  |
| **Localisation** |  |  |  |  |
| **Publicity and promotion** |  |  |  |  |
| **Strength** |  |  |  |  |
| **Weakness** |  |  |  |  |
| Other |  |  |  |  |

## Competitive advantage

# MARKETING STRATEGY

## Publicity and promotion

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **January** | **February** | **March** | **April** | **May** | **June** | **July** | **August** | **September** | **October** | **November** | **December** | **Total** |
| Chambre de commerce  Associations |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Networking activities |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Corporate flyer |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Mailing |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Magazine, newspaper |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Presentation folder: Catalogue of products |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Advertising |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Representation |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Demonstration, exposition, formation, etc. |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Internet |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Website , hosting cost |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Others : |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total |  |  |  |  |  |  |  |  |  |  |  |  |  |

## Pricing strategy

## Distribution network

# OPERATIONS

## Production

## Employees and human resources

### Job titles and wages

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Job title** | **Description** | **Wage Conditions** | **Statuts**  (full or part timel) | **Number of employees** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

### Workplace conditions

### Management

## Procurement

## Legal aspect

# SUSTAINABLE DEVELOPMENT

## Social dimension

## Environmental dimension

## Economic dimension

# FINANCING AND FINANCIAL FORECASTS

**Fill out Excel forms**

# APPENDICES

Appendix 1: Curriculum vitae

Appendix 2: Monthly cash flow statement

Appendix 3: Balance sheet forecast

Appendix 4: Other documents