

Business Plan Check-Off List

FORMAT:

★ 12 pt font

★ Double spaced

★ 10-15 pages (each numbered section starts a new page)

When writing the report use third person narrative. Do not use "I" or "we", use your names (or he/she) and the venture name.

1. Cover Page

- Company Name
- Management (Names)
- Contact Information (email and/or phone numbers)
- CONFIDENTIAL (This must be typed on your cover page.)

2. Table of Contents (Include Page Numbers) (Complete as you add each new section or at the end.)

3. Business Overview/Executive Summary (May want to write this section last. See the example given.)

- A. Name and location of the Venture
- B. What is your mission statement?
- C. What is the history behind the idea of your business?
 - Give an opportunity for the business.
 - List two advantages of the business.
 - List one challenge faced by the business.
- D. What is the type of organization you have? Explain why you say this.
 - Retail
 - Wholesaler
 - Distributor
 - Manufacturer
 - Service
- E. What is the structure of your organization?
 - Sole Proprietorship
 - Partnership
 - Corporation
 - Not-for-Profit
- F. What are the costs & regulations associated with the structuring?
 - Do you require any special licenses, certificates, or permits?
 - If so, how will these be obtained?

4 Management

- A Give a brief summary of everyone who is a part of your management team. Write one paragraph for each member of the Management team including yourself.
- B This means all of the FREE help you get to start/run your business too. (Your mom, friends etc.)
- C Use full names. Include information about their responsibilities, previous training and experience and age.

5 Market Research

- www.canadabusiness.ca
- 1-800-668-1010
- www.bizpal.ca (NB, Miramichi)

- A What is your target market? (Explain why and provide numerical proof of support) (Cite)
- B Who are you competing with? Name your top three-to-five competitors in our area (if applicable).
- C Where are your competitors? Pick the top two from above and include their location.
- D What are your top two (if applicable) competitors “market position”? (What makes them better than the rest?)
- E How is the organization’s industry doing?
- F What is the industry size? (How many similar businesses in New Brunswick?)
- G Do a SWOT analysis.
- What are your strengths?
 - What are your weaknesses?
 - What kind of opportunity/opportunities do you have?
 - What are the threats you are facing in the industry?

6 Marketing Mix (Be very detailed in your description of the Four P’s)

- A **Product:**
- Describe your product or service in detail.
 - What makes your product/service stand out?
- B **Price:**
- How much will you charge for your product/service? How does it compare to your competitors?
 - What pricing strategy did you use? Why? (Use proper terms)
 - Why did you fix your price at that particular level in comparison to your competitors?
 - What does it cost you to produce or operate? Give details.
- C **Promotion:**
- How will you promote your product/service? What will the marketing materials be?
 - Will it be posters/brochures
 - Radio
 - Newspaper
 - Other promotional items
 - Internet
 - What are the costs associated with those?
 - Call a company for posters/brochures quote.
 - Call a radio station for a quote.
 - Call a newspaper.
 - What will make the customers use your product/service and not the competitors?
 - Where do you need to advertise? Explain why you chose this?
 - Have you considered where or how your target audience will see your promotional materials?
- D **Place:**
- Where are you located? (must be a real, available location)
 - How much is rent?
 - Will your target market be able to find you?
 - When will you be open? (Hours, days)

7 Suppliers

- **List all suppliers that you will be using to purchase inventory & materials. Include contact information.**
 - A Who will you get the material that you need to make the products/render the service?
 - B What costs are associated with materials?
 - C Will there be transportation costs?

8 Employees

- **List all employees including you and give hourly wage details (\$/hr and number of hours worked)**
 - A Will the company have employees?
 - B How will they be paid?
 - C How much will they be paid?
 - D What is the job description of each employee?

9 Operations

- A If you are selling items you produce (product), what is your production schedule? (Timelines)
 - As orders come?
 - Batch production?
- B How will you assure quality service with your customers? (Comment cards, follow ups, etc.)
When do you plan to set up and open your doors, order materials, begin advertising, etc
Show a calendar template with your initial month set up plans.

10 Financial Plan

- A What are your start-up costs? (see table in financial plan notes)
- B Where will you get funding?
 - What bank loans & programs will you use?
 - How much money can you obtain and how will you allocate it?
- C Statement of Cash Flow (template given – monthly cash flow forecast)
- D Cash Flow notes (explain how you arrived at the numbers on the cash flow forecast)

11 Appendix (extra things that you can include to *strengthen* your business plan.)

- Logo
- Resumes
- Advertising Ideas
- Photos
- Letters of Support
- Copy of your market research
- Surveys
- Regulations
- Other work to support your plan

Sample Cover Page:

<p style="text-align: center;"><i>Nature's Laundry Soap</i></p> <p style="text-align: center;">Business Plan</p> <p style="text-align: center;">Business Owner: Chris Smith 1-506-123-4567 chris_smith@hotmail.com</p> <p style="text-align: center;">Submitted To: Mr. Chris Jones</p> <p style="text-align: center;">March 12th, 2010</p> <p style="text-align: center;">CONFIDENTIAL</p>
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Sample Executive Summary:

Nature's Laundry Soap will be a laundry detergent manufacturer **located in Miramichi's Industrial Park**. It will be a **limited partnership** employing fifteen workers that will focus on manufacturing an **environmentally sound, hypo-allergenic** liquid detergent. The current, **growing trend in environmentally friendly living** and the **increasing number of people diagnosed with allergies** has created a great opportunity for a local manufacturer to supply Maritime grocery stores and department stores with an affordable, "green" alternative to many of the harmful detergents on the market. The challenge the business will face will be to **persuade customers that the product has consistent quality and will appeal to their customers**. The detergent will be packaged in the factory and sold by sales agents throughout Atlantic Canada.

- Business name
- Location
- Form of Business
- An opportunity for the business
- Two advantages of business
- One challenge faced by business