

BUSINESS PLANNING WORKSHEETS

COMPANY NAME

PROPRIETOR(S)

DATE

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EXECUTIVE SUMMARY

1. What is the nature of the business (type of business or service?)

2. Indicate Financing Required (amount or type required).

Financing Required \$ _____

Personal Contribution \$ _____

3. List Security available (items that will be pledged.)

PROJECT COST SUMMARY

1. List all equipment, inventory, start-up costs relating to the business.

	Value
Equipment - owned	
-	
-	
-	
-	
	\$ _____
Equipment to be purchased	
-	
-	
-	
-	
-	
	\$ _____
Inventory - owned	\$ _____
- to be purchased	\$ _____
Leasehold Improvements:	
-	
-	
-	
-	
	\$ _____
Start-Up Costs: (rent, utility hook-up, telephone, signage, etc.)	
-	
-	
-	
-	
	\$ _____
Miscellaneous Costs:	
-	
-	
-	
-	
	\$ _____
Total Project Cost:	\$ _____
Less: Contribution	\$ _____
Amount to be Borrowed	\$ _____

BACKGROUND INFORMATION

1. Legal Status of your Business. (Circle One)

Proprietorship Partnership Limited Company

Date of Incorporation: _____

2. List all shareholders or main principals in the business.

<u>Name</u>	<u>Age</u>	<u>Address</u>	<u>Ownership</u>

PRODUCTS/SERVICES

1. Provide a brief description of the product/service offered by the Business. (cost, selling price etc.)

Cost of Production -

Selling price/unit: \$ _____

- Material Cost \$ _____

- Labor Cost \$ _____

- Other \$ _____

Total Cost: \$ _____

2. Explain the advantages your product/service has over similar products/services in the market place?

3. If applicable, what technologies are used to develop, manufacture etc., your product/service?

MANAGEMENT

1. Explain the organization of your company (organizational chart and brief job descriptions of employees/management).

2. Indicate the salary level for each of the Employees/Management.

3. Briefly describe management Biographies (includes experience, knowledge of the business etc.) Attach Personal Resume of all owners.

4. What are the strengths of Management individuals?

5. What are the weaknesses of Management individuals?

6. How do you intend to overcome weaknesses?

MARKET

1. Identify your target market i.e.: who are your potential customers?

2. How long is the total market in terms of potential unit and dollar sales? (Sources of information - Statistics Canada, Trade Magazines, Entre-Corp Library, Public Library, Competitors, Suppliers etc.)

3. Describe briefly your target market (list user characteristics i.e.: families, single parent families, age groups etc.)

4. Explain the demand or need for your product/service (you may need to conduct surveys to determine the need).

COMPETITION

1. List specific names of your competition (include products/services and what they charge and the size of market they may hold, pricing).

<i>Name</i>	<i>Location</i>	<i>ProductPrice</i>	<i>% of Market</i>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

2. How will your business differ from your competition?

PRICING

1. Outline the Selling Policy you will be using (i.e. cash only, credit terms etc.)
Compare your policy to the Competitors.

2. What advantage does your business have over your competitors?

	Your Product/Service	Competitors
Price	_____	_____
Quality	_____	_____
Product	_____	_____
Uniqueness	_____	_____
Availability	_____	_____
Service	_____	_____

3. Describe your distribution method (how will you get your product/service out to the market place? (cost).

ADVERTISING

1. List the Method(s) of advertising that will be used to promote product/service and it's cost.

	Cost
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

PREMISES:

1. Describe briefly the location of your business (reason for the choice of your location, accessibility, traffic counts etc.) Are the businesses located around you compatible to yours?

2. Obtain a minimum of three quotes on required leasehold improvements.

Premises Size _____ Sq. Ft.

Lessor: _____

Terms of Lease: _____

Rental Cost \$ _____

Utilities \$ _____

Other Costs (Common Area Cost etc.) \$ _____

Total Rental Cost \$ _____

Cost of Leasehold Improvements

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

Total Leasehold Improvements \$ _____

EQUIPMENT

1. List equipment now owned and to be purchased (Indicate the cost of equipment including installation charges)

Value

Equipment owned:

-

-

-

-

-

-

-

\$

Equipment to be purchased:

-

-

-

-

-

-

\$

Total Value \$ _____

OPERATIONS SCHEDULE

1. List the proposed hours of operation for your business.

REFERENCES

1. List the Banks or other Financial Institutions for which you have had financial dealing.

2. List your Accountant and Lawyer with whom you are presently dealing or intend to deal.

3. List past and present employers.
