**Your Business**

**Plan Workbook**

(Please Fill Out And Return)

**A Road Map to Success**

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**Contact:**

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Your Business Plan shows us how we can help your business because it tells us exactly what you plan to do, and how much you estimate it is going to cost.

A well-prepared Business Plan is absolutely necessary because it helps justify your business proposal, as well as convince the Loans Officer that you have thoroughly researched and planned for your new business.

**Ensure you give as many specific details as possible.**

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| **Date Prepared:** |  |

***Your Business Briefly Described:***

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| **Company Name:** |  |

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| **Street Address:** |  | | |
| **Town:** |  | **Postal Code:** |  |

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| **Municipal Address of Location of Business (ie: Block, Lot or Legal Land Description):** |  |  |

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| **Primary Contact:** | |  | | | | | | | | | | | | |
| **Phone Numbers** | | **Work:** | |  | | **Home:** | | |  | | | **Cell:** | |  |
| **Email Address:** | |  | | | | | | | | | | | | |
| **Is this an existing business?** | | **Existing**  **New** | | | **Date Business Established:** | | | | | |  | | | |
| **Form of Business Ownership:** | | | | | | | | | | | | | | |
| **Sole Proprietorship** |  | | **Date of Registration:** | | | | |  | | | | | | |
| **Partnership** |  | | **Date of Registration:** | | | | |  | | | | | | |
| **Do You Have a Partnership Agreement Signed?** | | | | | | | **Yes**  **No** | | | | | | | |
| |  |  |  |  | | --- | --- | --- | --- | | **Corporation** |  | **Date of Incorporation:** |  | | | | | | | | | | | | | | | |
| **Who Are the Principals (Owners), and what percentage of equity does each Principal own?** | | | | | | | | | | | | | | |
| **Name:** | | | |  | | | | | | **% of Ownership:** | | |  | |
| **Name:** | | | |  | | | | | | **% of Ownership:** | | |  | |
| **Name:** | | | |  | | | | | | **% of Ownership:** | | |  | |
| **What Product or Service will your Business Provide?** | | | |  | | | | | | | | | | |
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***Your Involvement in Your Business:***

**Part-Time**

**Full-Time**

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| **If part-time, please explain how you will make time available from your other responsibilities to devote to the business:** |
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| **Please provide a brief history on the education, skills and experience you possess for the operations of the business.** |
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***Your Employees:***

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| **How many full-time and part-time employees will you have?** | | | |
| **Full-Time:** |  | **Part-Time:** |  |
| **Skills Required:** |  | | |
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***Your Competitors/Your Suppliers:***

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| **Who are your major competitors? Where are they located and how long have they been in business?** |
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| **Who will be your major suppliers?** |
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| **How readily will you be able to switch suppliers?** |
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| **What payment terms have you arranged with your suppliers?** |
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| **Who will be your major customers?** |
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| **Will you have a broad range of customer, or relatively few? Explain.** |
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| **Why will customers prefer your product or service to that of your competitors?** |
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| **Will you grant credit to your customers, and if so, explain what your collection policy will be?** |
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| **What kind/type of market research have you conducted?** |
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***Pricing:***

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| **What materials and labour will be used to make your product or to provide your service, and what will be its approximate cost?** |
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| **What materials and labour will be used to make your product or to provide your service, and what will be its approximate cost?** |
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***The Location and Estimated Size of Your Market:***

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| **How big is your market in terms of dollars/geographical region/other?** |
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| **What will your share of that market be?** |
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| **How have you arrived at this?** |
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| **Is your business in a location that will be convenient for customers? Explain.** |
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| **What other factors could have an affect on your business with respect to its location? For example, other services, area growth, competition, traffic** |
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***Operating Requirements:***

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| **Itemize any licenses, permits and insurances you will need for your business, the associated costs, and whether they have been obtained?** |
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| **Identify business requirements with respect to size and type of premises. Will they be leased, and what deposit will be required? What major pieces of equipment, furniture or fixtures will be required? Again, will they be leased or purchased?** |
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***The Environment in Which You Will Be Doing Business:***

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| **How will economic factors impact your business? For example: Recession; Interest Rates; Level of Consumer Spending; Current Economic Cycle; Other:** |
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***Your Business Success Factors:***

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| **What are the strengths of your business?** |
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| **What are the weaknesses of your business?** |
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| **Why do you think your business will succeed?** |
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***Your Future Growth:***

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| **Where do you expect your business to be in five years?** |
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***Assumptions:***

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| **What assumptions have you made in arriving at any of the foregoing conclusions? List all sources of your information, be very specific.** |
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***Risks:***

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| **Outline all major risks** |
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| **Specify what you will do to minimize these risks.** |
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***Project Cost:***

**Itemize major expenditures, including provision for working capital, to show total project costs.**

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| **Items Required** | **List/Explain** | **Cost ($)** |
| **Equipment** |  |  |
| **Tools** |  |  |
| **Vehicles** |  |  |
| **Building/Land** |  |  |
| **Working Capital** |  |  |
| **Other** |  |  |
| **a)** |  |  |
| **b)** |  |  |
| **Subtotal** |  | |

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| **Items Currently Owned by Business** | **Cost ($)** |
| **List all Equipment, tools, vehicles & Land Assets** |  |
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***Your Business Finances:***

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| **What is the total project cost?** |  |
| **How much money do you want to borrow?** |  |
| **Specifically, what will the loan be used for?** | |
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| **What repayment terms are you considering?** | |
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| **How much of your own funds have you invested in your business at this time?** |
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| **What is the source of these funds?** |
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***Key Business Relations:***

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| **Bookkeeper** |  |
| **Accountant** |  |
| **Lawyer** |  |
| **Insurance Broker** |  |
| **Do you have a Life Insurance policy?** |  |
| **If yes, with who?** |  |

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| **Your Key Business Objectives** |
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