

THE CORE COMPONENTS OF YOUR BUSINESS PLAN

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| <p>1. EXECUTIVE SUMMARY</p> | <p>Complete this section last. The Executive Summary includes the key highlights of your plan including your target market, high level financials, key dates and if you are looking for financing. <input type="checkbox"/></p> <p>For examples on how to write an executive summary visit bplans.com http://goo.gl/bSS3zI and inc.com http://goo.gl/GzpUfq</p> |
| <p>2. IDENTIFY OPPORTUNITIES</p> | <p>Describe the unique selling points (USPs) of the product or service and your vision for the business. Provide context to your description as the reader will not know you therefore write clearly and concisely without acronyms and jargon.</p> <p>For help identifying your business idea use the Start Ups Business Idea Evaluation Tool http://goo.gl/uz56AI or Small Business Solver Will It Fly Test http://goo.gl/if6zQT</p> |
| <p>3. MARKET RESEARCH</p> | <p>Outline who your customers are, who your competitors are, and any current or future trends which will affect your market. Analyze your Primary and Secondary Research Data that you have conducted. Include information on the expected demand for your product or service, explaining how and why you have come to those assumptions. <input type="checkbox"/></p> <p>Need help? BACD's guides How to Research Your Market at http://goo.gl/BX3B5X and Resources for Market Research at http://goo.gl/Umi5li
Book a meeting with our advisors to discuss your questions.</p> |
| <p>4. MARKETING AND SALES</p> | <p>Outline how you plan to reach out and sell to that market. Canada Business Guide to Developing a Marketing Plan at http://www.canadabusiness.ca/eng/page/2690/ <input type="checkbox"/></p> |
| <p>5. YOUR TEAM</p> | <p>Include biographies of key people in your business, a brief organizational chart and job description. <input type="checkbox"/></p> <p>For help defining your key staff visit the Info Entrepreneurs website: http://goo.gl/rvTTYj</p> |
| <p>6. FINANCIAL FORECASTS</p> | <p>Include cash flow statements, profit and loss forecasts, and sales forecasts. For an explanation on how to create a budget and sales forecast, visit http://goo.gl/AAaJUq and BACD's financial template at http://goo.gl/CH1nNK <input type="checkbox"/></p> <p>Need help?
Book an appointment with an advisor to discuss your questions.</p> |
| <p>7. IMPLEMENTATION PLAN</p> | <p>List estimated dates of completion for different aspects of your business plan with targets for your business and milestones. <input type="checkbox"/></p> |
| <p>8. APPENDICES</p> | <p>Include all licenses, permits, agreements, existing contracts and any additional documents that support your business plan. <input type="checkbox"/></p> |
| <p>9. RESOURCES</p> | <p>Business Plan resources & templates:
Business Plan Template http://goo.gl/SNLWST <input type="checkbox"/>
Business Model Canvas http://goo.gl/aQk4ao
Futurpreneur Business Plan Writer http://goo.gl/0XAFsT
Business Development Bank Templates http://goo.gl/dJcXSI
Futurpreneur Business Resources http://goo.gl/moa5Km</p> |