



SUPERIOR EAST/SUPÉRIEUR EST

Community Futures Development Corporation

Société d'aide au développement des collectivités

BUSINESS PLANNING TEMPLATE

**14 Ganley Street, P.O. Box 709, Wawa ON P0S 1K0, Phone: (705)-856-1105
Or 1-800-387-5776, Fax: (705)-856-1107, www.superioreast.on.ca**

**Business Name
& Address:**

**Name & Contact
Information:**

Date:

History & Management

1. Business name and address.

2. Background of all owners/ management. List employment history, education, statement of personal affairs, relevant skills and knowledge. Where possible include a resume of key personnel.

Business Overview

3. Indicate if the project is to establish a new business, or to expand, modernize or acquire an existing one. For expansions, modernization or acquisitions, attach financial statements for the past 3 years.

4. If this is a new business, highlight some of the reasons why you would like to start this specific business.

5. State the ownership of the business and type of business.
 Sole Proprietorship Partnership Corporation Co-operative

6. Describe where your business is located and what facilities you have. You may wish to include the general description of the site, the size of the facility, the equipment and utilities, and the lease arrangements. In addition, explain how the location of the business adds to the success of the business.

7. Is the business seasonal? Please explain.

Products & Services/ Competition

8. Briefly describe the products and/or services you will be offering. Why will customers buy your products and/ or services instead of another company's?

9. List your competition and their advantages and disadvantages in comparison to your business.

<i>Competition</i>	<i>Advantages</i>	<i>Disadvantages</i>

10. Do you have any plans to update existing products or to offer new products and/ or services in the next 3 to 5 years? If yes, provide a brief description of what you plan to do.

Industry Overview

11. What are the key trends in your industry? What trends will affect the supply of, or the demand for, your products and/ or services?

Advertising Medium	Estimated Cost/ per year	Comments

16. How will you distribute your products and/ or services to your target markets? Describe where your customers will be able to buy your product and/ or service, and how you will provide customer service and after sales support.

17. Briefly describe how you will price your products and services.

18. What will your hours of operation be?

19. Specify the number of jobs to be created and/ or maintained within your business.

Jobs	Full Time	Part Time	Seasonal
New Jobs Created			
Existing Jobs			
Total			

20. What will the wages be for the jobs mentioned in the above table?

21. Discuss any factors that could affect your ability to find, hire and keep employees.

22. List your suppliers.

Name	Location

23. When will the key activities and initiatives in your business plan be implemented and who will be responsible for their implementation?

Sales Forecast

24. How did you arrive at your sales per month and for the year? Show how it was estimated (for example, unit cost, sales/hour, seasonal fluctuations, mark-up, etc.).

Expense Forecast

EXPENSES	DETAILS	MONTHLY ESTIMATE
Employees wages & Benefits		\$
Management Wages		\$
Inventory		\$
Utilities – heat, water, lights		\$
Rent		\$
Phone, fax		\$
Licenses, Fees, and Dues		\$
Insurance		\$
Repairs & Maintenance		\$
Travel & Training		\$
Vehicle Expense – shipping, delivery, gas		\$
Office Supplies		\$
Advertising		\$
Bank Interest, Service Charges		\$
Municipal Taxes		\$
Professional Fees		\$
Miscellaneous		\$
TOTAL EXPENSES		\$

Completion of a Cash flow

- ➔ Every owner/manager who is serious about their business should complete a cash flow budget.
- ➔ The purpose of good cash management is to have enough cash to meet expenses and bills when they come due.
- ➔ It is not uncommon for a business to operate profitably and yet have difficulties because it is starved for cash at certain times of the year.
- ➔ A blank Cash Flow Chart has been provided.
- ➔ The suggested headings may not always be appropriate for all businesses, but are included here for ease of demonstration.
- ➔ The months have not been recorded on this form, so you can start your Cash Flow Forecast at any month to cover a twelve-month period.

Glossary of Terms for Cash flow forecast (see attached cash flow sheet)

CASH RECEIPTS

Cash from Sales If your business grants credit, only include cash that will actually be collected.

Loan In the first month you would enter the loan amount you plan to receive from a financial institution.

CASH PAYMENTS

Equipment Purchases Includes purchases made in the first month with the loan, or during the course of the year.

Inventory This is usually a percentage of sales, for example, a store which sells \$100,000 may have a 50% profit margin therefore their purchases would be \$50,000.

NET CASH

Net Cash From the cash flow forecasts, you would take the total cash receipts for the month minus the total cash payments. If the cash receipts are greater than the cash payments you have a surplus and would enter this amount beside "B". If the cash payments are greater than the cash receipts then you have a deficit and would enter this amount beside "C".

Cumulative The cumulative cash for each month is calculated as follows:

$$\text{Cumulative} = \text{A} + \text{B} - \text{C}$$

You then take the cumulative amount from the first month and enter it as your **Opening Balance "A"** in the second month. You follow this procedure for the remaining eleven months and you have a Cash Flow Budget for the year.

Note: Remember, no matter how time consuming it may seem, a cash flow budget is indispensable in planning for the future of your business.

