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| | | | |
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6 Executive Summary

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|--|---|

7 APPENDIX: Financial Plan

The company's financial performance, both historical and projected includes sales, cost of goods sold, expenses, income statement, balance sheet, cash flow budget, financial requirements, performance indicators, and personal status.



LEGAL NAME ▶

TRADING NAME ▶

BUSINESS ADDRESS ▶

PHONE ▶ FAX ▶

E-MAIL ▶

DESCRIPTION OF THE BUSINESS ▶

MAJOR DEMOGRAPHIC, ECONOMIC, SOCIAL AND CULTURAL FACTORS ▶

MAJOR PLAYERS (suppliers, distributors, clients) ▶

NATURE OF THE INDUSTRY ▶

TRENDS IN THE INDUSTRY ▶

GOVERNMENT REGULATIONS ▶



THE MARKET

MARKET
SEGMENT ▶

PRODUCTS
& SERVICES ▶

PRICING AND
DISTRIBUTION ▶

MARKET TRENDS ▶

IMPLICATIONS
OR
RISK FACTORS ▶

PLANNED
RESPONSE ▶

COMPETITION

COMPETITORS
AND TYPE OF
COMPETITION ▶

COMPETITORS'
STRENGTHS AND
WEAKNESSES ▶

COMPETITIVE
ADVANTAGE ▶

BUSINESS PLAN

Section 2 Sales and Marketing Plan



CUSTOMERS ▶

| | NAME/ADDRESS | TERMS | PRODUCT/SERVICE |
|---|--------------|-------|-----------------|
| 1 | | | |
| 2 | | | |
| 3 | | | |
| 4 | | | |

▼ ADDITIONAL INFORMATION

SUPPLIERS ▶

| | NAME/ADDRESS | TERMS | PRODUCT/SERVICE |
|---|--------------|-------|-----------------|
| 1 | | | |
| 2 | | | |
| 3 | | | |
| 4 | | | |
| 5 | | | |

▼ ADDITIONAL INFORMATION

ADVERTISING & PROMOTION ▶

PRICING & DISTRIBUTION ▶

CUSTOMER SERVICE POLICY ▶



BUSINESS PLAN

Section 3 Operating Plan

LOCATION ▶

▼ SIZE AND CAPACITY

▼ ADVANTAGES OR DISADVANTAGES

▼ LEASE OR OWNERSHIP DETAILS

EQUIPMENT,
FURNITURE &
FIXTURES ▶

FUTURE
EXPENDITURES /
TECHNOLOGY
REQUIREMENTS ▶

RESEARCH AND
DEVELOPMENT ▶

ENVIRONMENTAL
COMPLIANCE ▶

ADDITIONAL
INFORMATION ▶



BUSINESS PLAN

Section 4 Human Resources Plan

| KEY EMPLOYEES | NAME OR TITLE (N° OF POSITIONS) | KEY RESPONSIBILITIES | QUALIFICATIONS |
|---------------|--|----------------------|----------------|
| | 1 | | |
| | 2 | | |
| | 3 | | |
| | 4 | | |
| | ▼ ADDITIONAL INFORMATION | | |
| | <div style="border: 1px solid black; height: 40px;"></div> | | |

POLICIES & PROCEDURES

| | |
|---------------------------|----------------------|
| HOURS OF OPERATIONS | <input type="text"/> |
| NUMBER OF EMPLOYEES | <input type="text"/> |
| VACATION PROGRAM | <input type="text"/> |
| PERFORMANCE ASSESSMENT | <input type="text"/> |
| TRAINING & DEVELOPMENT | <input type="text"/> |
| REMUNERATION AND BENEFITS | <input type="text"/> |



| ACTION PLAN | ACTION | BY WHEN |
|-------------|--------|---------|
| | 1 | |
| | 2 | |
| | 3 | |
| | 4 | |
| | 5 | |
| | 6 | |
| | 7 | |

▼ ADDITIONAL INFORMATION



OBJECTIVES /
DESCRIPTION OF
THE PROJECT

BUSINESS
HISTORY /
NATURE OF
OPERATIONS

PRODUCTS AND
SERVICES

PROJECT
FINANCING

MANAGEMENT /
ADVISORS

Director 1

Director 2

RISK
ASSESSMENT &
CONTINGENCY
PLAN



FINANCIAL
INSTITUTION



SUPPORTING
DOCUMENTS





GLOSSARY

APPENDIX

FINANCIAL PLAN

GLOSSARY



Canadian Centre for Occupational Health and Safety