

Business Plan

Business Name and/or Logo

Name of promoter(s) and/or Date

Introduction

It is important that your project gets the respect it deserves!

There is no doubt that a new business project could change the course of your life. The effort invested in the design, planning and execution of the project will eventually save you time and money when running your business. If you invest the necessary time now, you will definitely see positive results later.

A business plan is a guide that brings together all the information relating to your business; it shows how you plan to achieve the goals of your business, and demonstrates its viability.

By writing a business plan, you are going to structure, and put on paper, all aspects of the business. This includes a section about the promoter(s), an overview of the business, and other components such as a marketing plan, operating plan, and a financial plan.

The business plan is useful for:

- Showing the feasibility and cost-effectiveness of your project;
- Demonstrating the strengths of your business as well as opportunities for improvement;
- Reflecting on strategic actions to be taken;
- Avoiding the costs of poor planning: it is most often the only planning tool available during the first months of project implementation;
- Applying for financial assistance;
- Allowing lenders and potential investors the means to determine if your business represents an acceptable risk or an appropriate investment.

Remember, don't hesitate to contact one of our advisors to support you in the realization of your business plan.

Good Luck!

Accès Micro-crédit Gaspésie
183, avenue de Grand Pré
Bonaventure, QC G0C 1E0
Website : www.amcgaspesie.org
Telephone : 418-534-3834
Email: info@amcgaspesie.org
English services: support@amcgaspesie.org

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Executive Summary

The purpose of the executive summary is to explain the main features of your business in a way that will make the reader want to learn more. Yet it must also include enough information that investors can see the potential behind your business without having to read the entire plan.

The executive summary goes at the beginning of the plan but is written last. When you have completed all other sections of your business plan, start composing your executive summary.

The executive summary should be no more than two pages long, with brief summaries of other sections of the plan.

It's always easier to write something if you can read an example first, so here's an executive summary example that you can use as a model for your own business plan's executive summary.

Our Mission

Pet Grandma Inc. offers superior on-site pet sitting and exercising services for dogs and cats, providing the personal loving pet care that the owners themselves would provide if they were home. Our team will ensure that pet owners can take business trips or vacations knowing that their pets are in good hands.

The Company and Management

Pet Grandma Inc. is headquartered in the City of West Vancouver and incorporated in the Province of British Columbia. The company is owned by partners Pat Simpson and Terry Estelle. Pat has extensive experience in animal care while Terry has worked in sales and marketing for 15 years.

The management of Pet Grandma Inc. consists of co-owners Pat Simpson and Terry Estelle. Both partners will be taking hands-on management roles in the company. In addition, we have assembled a board of advisors to provide management expertise. The advisors are:

1. Juliette LeCroix, partner at LeCroix Accounting LLP
2. Carey Boniface, veterinarian and partner at Little Tree Animal Care Clinic
3. John Toms, president of Toms Communications Ltd.

Our Services

Our clients are dog and cat owners who choose to leave their pets at home when they travel or who want their pets to have company when their owners are at work. Pet Grandma Inc. offers a variety of pet care services, all in the pet's home environment, including:

- Dog walking
- Daily visits
- 24-hour care for days or weeks
- Administration of medications by qualified staff
- Emergency treatment in case of illness (arranged through veterinarians)
- Plant watering
- Mail collection
- Garbage/recycling

The Market

Across Canada the pet care business has seen an explosion of growth over the last three years. West Vancouver is an affluent area with a high pet density. Our market research has shown that nine out of 10 pet owners polled in West Vancouver would prefer to have their pets cared for in their own homes when they travel rather than be kenneled and six out of 10 would consider having a pet sitter provide company for their dog when they were at work.

Our Competitive Advantages

- While there are currently eight businesses offering pet sitting in West Vancouver, only three of these offer on-site pet care and none offers “pet visit” services for working pet owners.
- Pet Grandma’s marketing strategy is to emphasize the quality of pet care we provide (“a Grandma for your pet!”) and the availability of our services. Dog owners who work, for instance, will come home to find happy, friendly companions who have already been exercised and walked rather than demanding whiny animals.
- All pet services will be provided by animal care certified staff.
- All employees are insured and bonded.

Financial Projections

Based on the size of our market and our defined market area, our sales projections for the first year are \$340,000. We project a growth rate of 10% per year for the first three years.

The salary for each of the co-owners will be \$40,000. On start up we will have six trained staff to provide pet services and expect to hire four more this year once financing is secured. To begin with, co-owner Pat Simpson will be scheduling appointments and coordinating services, but we plan to hire a full-time receptionist this year as well.

Already we have service commitments from over 40 clients and plan to aggressively build our client base through newspaper, website, social media, and direct mail advertising. The loving on-site professional care that Pet Grandma Inc. will provide is sure to appeal to cat and dog owners throughout the West Vancouver area.

Start-up Financing Requirements

We are seeking an operating line of \$150,000 to finance our first-year growth. Together, the co-owners have invested \$62,000 to meet working capital requirements.

Our Mission

The Company and Management

Our Services

The Market

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Our Competitive Advantages

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Financial Projections

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Start-up Financing Requirements

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1. PRESENTATION OF THE PROJECT

1.1 CONTACT INFORMATION AND DETAILS

Business name	
Location	
Telephone/Fax	
Email	
Legal status (sole proprietor, general partnership, corporation, co-operative, etc.)	
Sector of activity (commercial, manufacturing or service)	

1.2 DESCRIPTIVE SUMMARY OF PROJECT

Provide a brief summary of your business or project.

1.3 PROJECT BACKGROUND

Describe the main steps, the moments, the background that led to the start of the business or development project.



1.4 MISSION

What are the needs that my business will respond to? What will it offer, improve or increase for customers? What is different about my business that does not exist or is lacking in others? By answering these questions, you can describe the overall purpose of your business.



1.5 THE OBJECTIVES OF MY BUSINESS

Give examples of the goals you want your business to achieve over the next five years. Ideally, these goals should be measureable. (Examples: to have 5 new customers, to purchase another piece of equipment, to increase revenue to reach an amount of ...)

In one year,	
In two years,	
In three years,	
In four years,	
In five years,	

2. PROMOTERS

This section allows the reader to get to know the promoter(s), and any other key resources within your business. Be sure to complete a section for each promoter and/or key resource.

2.1 EXPERTISE

Describe your expertise with regards to the business. Don't forget to mention the number of years and relevant experience.

2.2 TRAINING (indicate your training, and the relevancy to the aspects of the business)

2.3 WORK EXPERIENCE (be sure to mention any past or current work experience that is going to contribute to the business)

2.4 ENTREPRENEURIAL QUALITIES

Give a few examples of how your personality and character will be an asset to your business.

2.5 PERSONAL VALUES

Describe a few of your personal values.

2.6 BUSINESS EXPERIENCE

If you have already been in business, describe your experience and indicate how this experience ended (selling, bankruptcy, closing, etc.).

2.7 PERSONAL OBJECTIVES

What personal goals are you fulfilling by starting a business or new project?



***Do not forget to attach copies of your resume,
diploma, certification, attestations and
competency cards ...***

2.8 LEGAL ENTITIES BREAKDOWN

If you are multiple partners in your business, what is the ownership percentage and financial participation of each partner?

PARTENERS	% OF BUSINESS	FINANCIAL PARTICIPATION

2.9 PARTNERSHIP ROLES AND RESPONSIBILITIES

Have you defined the aspects of your relationship with your partners? (Shared tasks, salaries, conditions of departure, insurance, etc.) If yes, provide a summary of these conditions.



3. PERSONAL BALANCE SHEET

3.1 PERSONAL ASSETS AND LIABILITIES

The personal balance sheet shows everything you own (assets), everything you owe (your liabilities) and what you are worth (your net worth) after paying your debts.

*Consult the tables on the following page to help you with asset classification, be sure to ask your advisor for help or clarification with this section if necessary.

<i>ASSETS (YOUR PROPERTIES)</i>	
<i>Cash on hand</i>	_____ \$
<i>Certificates of deposit</i>	_____ \$
<i>Shares & bonds</i>	_____ \$
<i>Automobile(s) (market value)</i>	_____ \$
 <i>RRSP</i>	 _____ \$
<i>Real Estate (market value)</i>	_____ \$
<i>Other personal assets at market value (furniture, tools, etc.)</i>	_____ \$
<i>Total assets</i>	_____ \$
<i>LIABILITIES (YOUR DEBT)</i>	
<i>Personal loan</i>	_____ \$
<i>Personal line of credit</i>	_____ \$
<i>Credit cards</i>	_____ \$
<i>Vehicle loan</i>	_____ \$
<i>Mortgage</i>	_____ \$
<i>Other :</i>	_____ \$
<i>Total liabilities</i>	_____ \$
 <i>NET VALUE (assets - liabilities)</i>	 _____ \$

<i>Credit Cards</i>	<i>Credit limit</i>	<i>Credit used</i>	<i>Monthly Payment</i>
1.			
2.			
3.			
4.			
5.			
Totals :			
	\$	\$	\$

<i>Description of Personal Assets</i>	<i>Market Value</i>
Total :	
	\$

**Double clicking your mouse on the shaded boxes below will open prompts.*

By checking this box, I understand that all personal information that I supply in this document is protected according to the federal government's Privacy Act.

By checking this box, I declare that the information provided in this document is accurate and complete at the time of signing.

E-Signature	Date

4. THE MARKET

4.1 DESCRIPTION OF THE PRODUCT OR SERVICE

Describe your product or service, what are you going to sell?



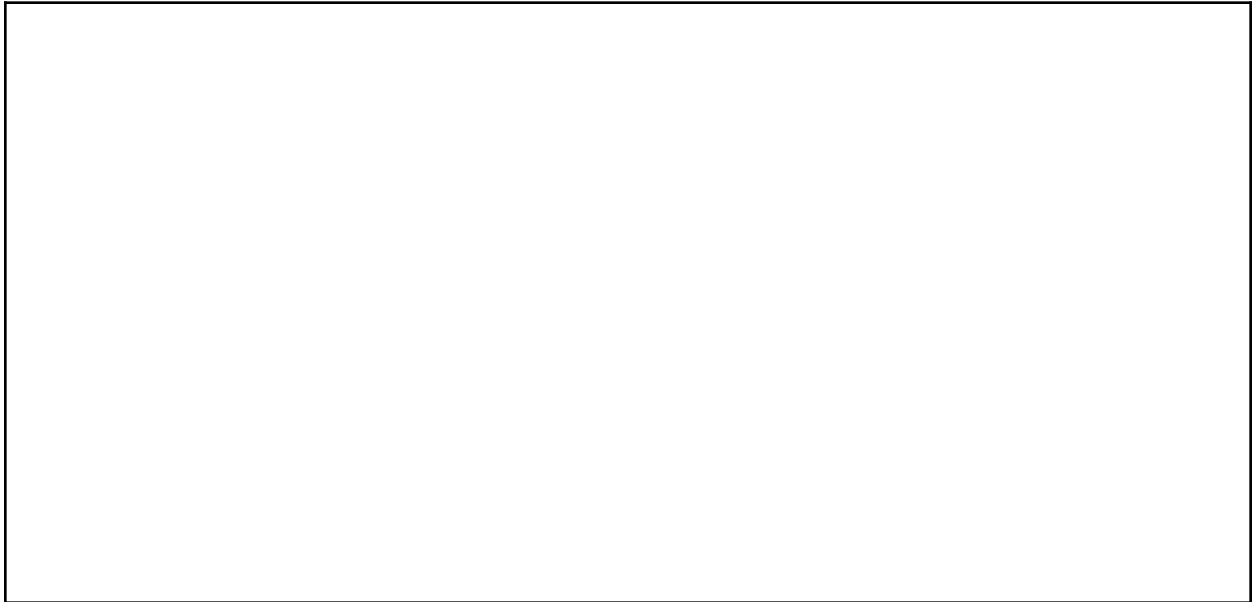
4.2 DESCRIPTION OF THE TARGET MARKET

Describe where you will sell your product or service and in which territory.

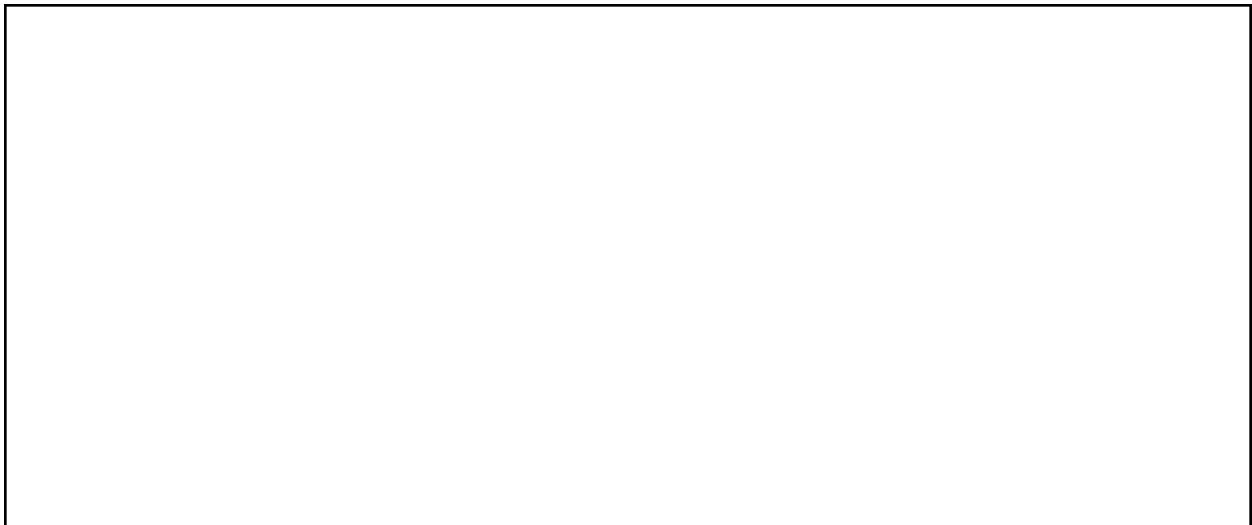


4.3 DESCRIPTION OF YOUR CLIENTELE

Describe your clientele (age, income, occupation, owner or tenant, family situation ...)
Demonstrate that there is a sufficient clientele that will be interested in buying your products or services, and why they will be interested.



4.4 Why did you choose this clientele?



4.5 Have you approached people who could become your clients, any market testing? Explain the type of market tests you carried out and the results.

4.6 How are you going to reach your future customers?

4.7 List some of the potential customers that you will approach or have approached. Include their full name, business, (if applicable) and location. For individual friends and family, simply provide a number of individuals that were approached and how you carried that out.

4.8 CUSTOMER SERVICE

Describe your customer service policy, your tools to evaluate customer satisfaction, your guarantees, deadlines, quality, etc.

5. COMPETITION

5.1 COMPETITORS

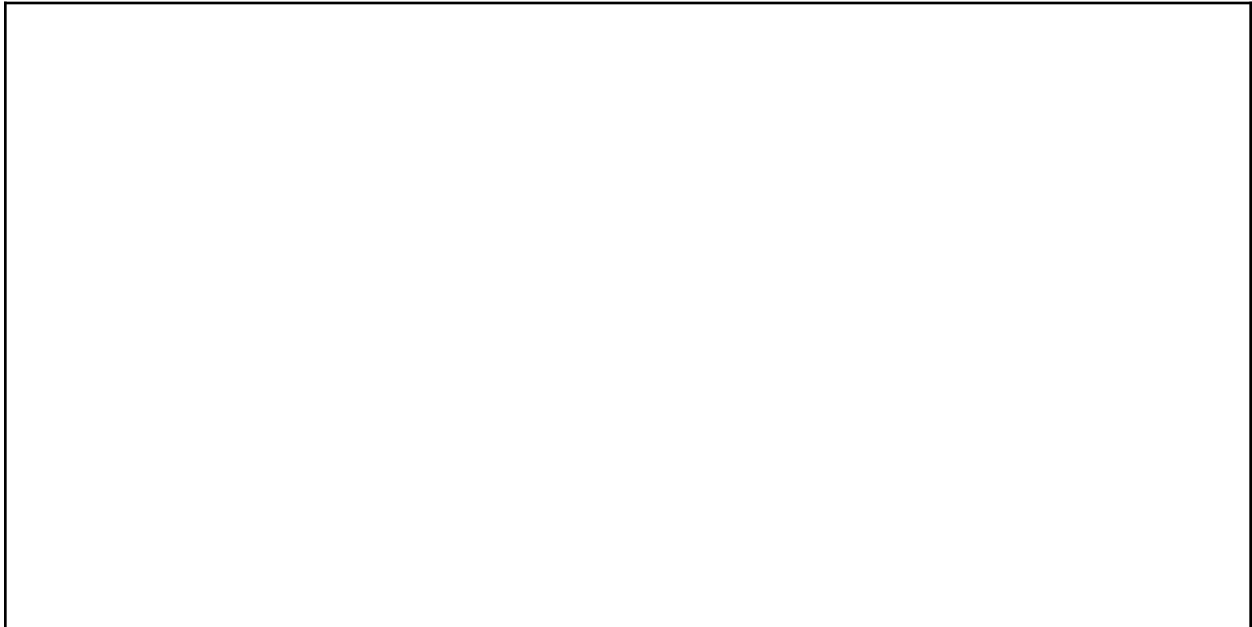
List your competitors in order of direct to indirect. List the strong and weak points of your competitors according to you, and according to any concluded research.

Name and address of competitor	Competitor strong points	Competitor weak points

5.2 Identify any dissatisfaction or concerns expressed by your competitors' customers that you plan to take into consideration.



5.3 What advantages will you have on your competitors? (Why would they do business with you?) What are your products different from others? What are your strengths and weaknesses?



6. ADVERTISING AND PROMOTION

6.1 What advertising or promotional methods will you use to advertise your products or services? (Examples: television, radio, newspapers, social media, a website, promotional pamphlets, pop-up displays, samples, mailings, exhibitions, fairs, shows, etc.) Essentially how will you get the word out to the public? How will you make your business known? Be creative!

Timeline (what month or by what date will this occur)	Method(s) of advertising and promotion	Estimated costs per method and frequency
Total costs:		

7. SALES

7.1 PRICES

Explain how you will determine your pricing. In addition, give details of the terms of payment, refund and purchase policies.

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7.2 What do your competitors charge for similar products or service?

Competitors	Description of product or service	Price

7.3 How will your clients pay for their goods or service (will you have a debit machine, e-transfer, PayPal, cash only, etc.)

7.4 What is the cost price for each product manufactured? (Cost per unit)

7.5 What is your profit margin?

8. OPERATIONS

This section will allow you to list and explain what equipment you will need for the proper functioning of your business. Keep in mind, if you are becoming a service provider, this section will be more brief than if you had to manufacture a product.

8.1 RAW MATERIALS AND INVENTORY

Make a list and describe the raw materials needed (the basic material to fabricate and produce the object or offer the service) and any ideas of where you will purchase these materials.

Raw Material /Inventory	Quantity	Price per unit	Total

Total for Raw Materials and Inventory:	
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8.2 Determine the office supplies and furniture required to start the business.

Examples include: computer equipment (computer, calculator, printer ...), machinery, production tools, cash register, desks, chairs, lamps, binders, shelves ..., fax, cell, stationery (pens, paper, envelopes, business cards ...), advertising sign and other supplies necessary for start-up.

Office supplies and furniture (and source)	Quantity	Price	Total
Total for Office supplies and Furniture:			

8.3 Accounts for raw materials and office supplies /furniture:

Articles to purchase	Who is the supplier?	What is their terms of payment?

8.4 THE MANUFACTURING PROCESS OR OPERATION

By the «manufacturing process» or «operation», we mean the different steps to manufacture the product or resell your service. Describe the different stages of product manufacture or operation of the service.

8.5 DEVELOPMENT OR RENOVATIONS TO YOUR STOREFRONT AND EQUIPMENT REQUIRED

This is to describe the precise plan for the space that will be used for the operation of your business, and any equipment needed. (usually estimates are free or obtained for a small fee)

FACILITIES (Start-up)

Description	Cost
Cost of land	
Cost of building	
Cost of renovation and labour	
Moving in and other expenses related to the move	
Telephone installation	
Hydro installation	
Internet installation	
Security system	
Permits	
Bank Fee (initial)	
Legal/Accounting (initial)	
Rent (initial)	
Other	
Total (for facilities) :	

If you feel it is relevant, you can attach the floorplans/property layout of your business.

EQUIPMENT REQUIRED

Type of equipment	Quantity	Cost	Total
Total (for equipment) :			

8.6 Summary of start-up costs

You can now summarize the start-up costs.

Summary Chart

Total Raw Materials and start-up inventory	\$
Total Office Supplies and Furniture	\$
Total for the Facility /Start-up	\$
Total of required equipment	\$
	\$
	\$
Other	\$
Total start-up costs	\$

9. Human Resources

9.1 THE MANAGEMENT TEAM

Describe who will lead the company. Include their expertise, their skills, strengths and weaknesses. Mention how you will compensate for weaknesses.

9.2 EMPLOYEES

Describe the jobs created or to be created, the job descriptions, the working conditions, and the skills needed.

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9.3 POSITIONS AND ROLES

Position/title	Number of people needed	Hourly rate	Hours per week	Hours of work per year	Duties and responsibilities

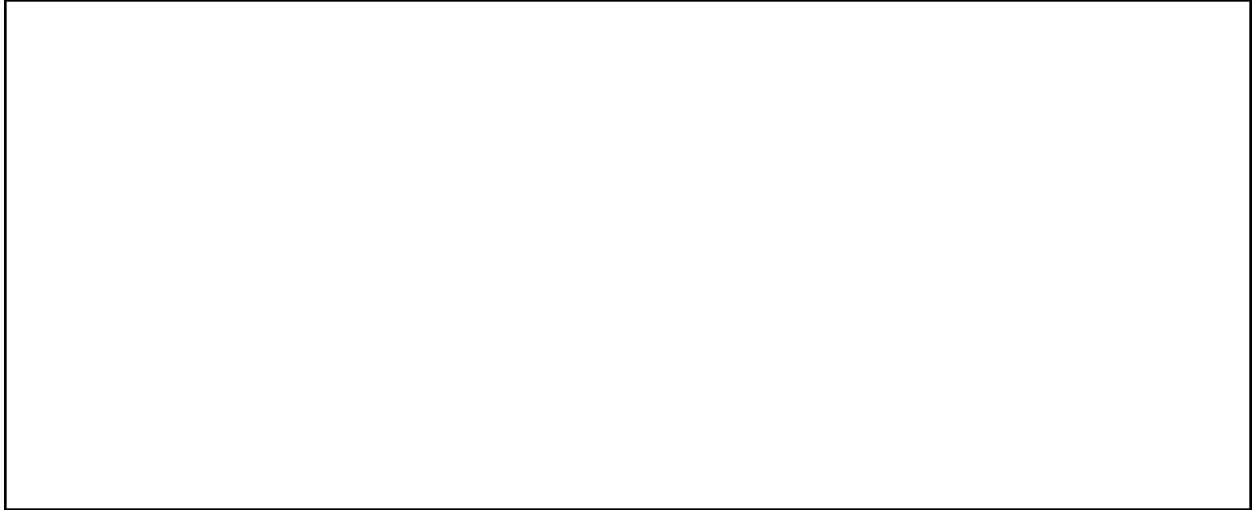
9.4 EXTERNAL RESOURCES

Indicate the names of the people who helped you in your process and those who will help you start and operate your business.

Name	Job title, experience, and nature of assistance	Contact information

9.5 POLICIES AND PROCEDURES

Describe any management and control tools you will use: worker assessment, training plan, team meeting, management committee, etc.

A large, empty rectangular box with a thin black border, intended for the user to describe management and control tools. The box is currently blank.

10. FINANCIALS

10.1 COST STRUCTURE AND PROJECT FINANCING

Identification and description of the various sources of funding anticipated or confirmed.

Total start-up cost	\$
Personal contribution	\$
Total funding required	\$

Funding breakdown	Anticipated funding sources	Confirmed/not-confirmed

10.2 FINANCIAL DATA

Before checking off and attaching work to this section of your business plan, discuss with your advisor about the order of priority and applicable templates available. It is best to consult your advisor before you begin putting energy and time into the financial section of your business plan.

Income statement (if applicable)

The income statement summarizes revenues and expenses resulting from operating and non-operating activities. It also shows the company's net profit or loss. How much money is being made and spent.

Balance sheets for recent years (if applicable)

What the company owns and how much it owes.

Ratio Analysis (or CCA)

By comparing your business financials etc. with another company in the same industry, it confirms whether or not the potential entrepreneur has under or overestimated their forecasts.

Financial forecast:

Statement of operations and balance sheet for a two-year outlook.

Cash budget (monthly over two years)

A cash budget details a company's cash inflow and outflow during a specified budget period, such as a month, quarter or year. Its primary purpose is to provide the status of the company's cash position at any point of time.

Note: Any new information, or any substantial change, must be brought to the attention of all stakeholders involved in the project.

Remember, in order for an investor to perform a thorough analysis of a business project, it requires the presentation of a complete business plan.