

Business Plan Template

for Savvy Entrepreneurship: Launch, Manage and Grow a Successful Business

Name of Business:

Name of Owner(s)/Entrepreneur(s):

Product/Service:



EXECUTIVE SUMMARY *(Write this last!)*



COMPANY AND PRODUCT OVERVIEW

*You'll find information to complete this section in Chapter 1 under "The Business Model Canvas."
Note that not all elements of the Business Model Canvas may apply to your business. Feel free to add more to this section, such as the business's location, logo or slogan.*

Key Partnerships:

Key Activities:

Key Resources:

Value Propositions:

Customer Relationships:

Channels:

Customer Segments:

Cost Structure:

Revenue Streams:

This section looks at the value propositions your product or service offers to your customers; the customer demographics; and research, outreach and other topics related to customer acquisition.

SWOT Analysis

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

Competitor Analysis

Who are your competitors?

In the table below, list other companies who provide similar products/services:

Company Name	Product or Service	Price Range



MARKETING STRATEGY

List the benefits of your product or service:

- 1.
- 2.
- 3.

Social Media Strategy:

Content Marketing Strategy:

Event:



OPERATIONS

What are the distribution channels for your product or service?

Do you plan to have a store, space in someone else's store, online sales or presence in an online marketplace, such as Amazon?

If your business is large enough to have an organizational structure, what is it?



What is your inventory-management plan?



Does your business require permits on an ongoing basis? If so, what types are required?

Include your documentation in the Appendix of this document.

Name:

Title:

Expertise:

Name:

Title:

Expertise:

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FINANCIAL PROJECTIONS

Projected Fixed and Variable Costs for the First Month of Operations

One way to compute a selling price is to determine the break-even point by determining the cost of goods sold per unit. Use the table below to determine 1) the selling price for a product and 2) the selling price for a service.

Ingredients (for one unit)	My Costs
FIXED EXPENSES: Cost remains the same, whether you sell one or 1,000 items.	
Equipment (purchase or rental)	
Fees	
Other	
VARIABLE COSTS: Cost fluctuates depending on how much product is being produced.	
Raw Materials	
Advertising/Marketing	
Shipping	
Packaging	
Labour	
Other	
Total Production Cost: Add Fixed and Variable Costs.	\$
My Selling Price (Product) <i>The total cost multiplied by the amount of markup</i>	\$
My Selling Price (Service) <i>The hourly rate multiplied by the amount of time it takes to do the job plus the cost of equipment, supplies, and travel</i>	\$



Pro Forma Income Statement

The first two tables below will help you generate your pro forma income statement, a sample template for which appears in the third table.

Income/Revenue: Money coming into the business.	
Starting Funds	\$
Projected Sales for Week 1	\$
Projected Sales for Week 2	\$
Projected Sales for Week 3	\$
Projected Sales for Week 4	\$
Other (Describe)	\$
Total Monthly Income: (the sum of all projected income)	\$

Projected Expenses: Money going out of the business.	
Raw Materials	\$
Equipment and Tools	\$
Advertising/Marketing	\$
Office Supplies	\$
Packaging	\$
Location Preparation/Facility Fees/Rent	\$
Employee Wages/Salaries	\$
Other	\$
Total Monthly Expenses: (the sum of all projected expenses)	\$

Total Income – Total Expenses = Net Income (Profit)

_____ – _____ = _____

This is your estimated net income for one month of operations.

	Month 1	Month 2	Month 3
Income			
Sales			
Expenses			
Raw Materials			
Equipment and Tools			
Advertising/Marketing			
Office Supplies			
Packaging			
Rent			
Salaries			
Net Income (Profit)			

Pro Forma Balance Sheet

Insert your pro forma balance sheet here.

Pro Forma Statement of Cash Flows

Insert your pro forma statement of cash flows here.



Business Valuation

Insert the value of the business's assets minus its liabilities and the equity you have put into the company to date here.

ASSETS	
Cash	
Inventory	
Accounts receivable	
Prepaid accounts	
Equipment	
Building	
Total Assets:	

LIABILITIES	
Accounts payable	
Loan repayments	
EQUITY	
Retained earnings	
Owner's Equity	
Total Equity and Liabilities:	

APPENDIX

This section outlines some items you may wish to include in the Appendix. Additional items include owner/key employee biographies, copies of sample advertisements, floor plans, website screen images and customer reviews.

Business Name Registration

Insert a copy of your business name registration here.

Articles of Incorporation

If you are establishing a corporation, include a copy of your document here.



Sample Job Description

Job Title:

Location:

Terms:

Salary/Rate:

Requirements:

- a.
- b.
- c.
- d.



Your Team and Team Policies

Identify your team and any team policies you have here. If you haven't hired employees yet, consider the positions you will need to fill and create job descriptions for each.



GST/HST and PST Registration Documents

Insert a copy of your GST/HST and PST registration documents.

Payroll Account Registration

If you have employees, include a copy of your payroll account registration here.

Estimated Taxes for the First Few Quarters

Insert your estimated taxes for the first few quarters here.

Licences and Permits

If your business requires a licence or permit, contact the website in the municipality in which you wish to do business. Include copies of any permits or licences here.



Risk Management Plan

Include copies of insurance policies, a risk assessment and any plans for future risk management here.