



Business Plan



Business Name:

Address:

Mailing Address:

Key Contact:

Phone:

E-mail:

Business Structure:

- ☐ Proprietorship
- ☐ General Partnership
- ☐ Incorporated
- ☐ Joint Venture
- ☐ Social Enterprise

Ownership:

Name	Address	Interest in Business - %

Type of Business:

Business Start Date:

Describe the niche filled or to be filled by the business.

Who is your target market?

80% of revenues are typically from 20% of customers. Defining the 20% is critical.

Geographic location:

Describe the client demographic

Age range, gender, socio-economic income range.

What do you offer (products/services overview)?

What do or why would your customers want to buy from you?

What makes or will make your business viable?

Your vision (WHY?) for the business (5-20 words):

Your exit date (WHEN?) and exit strategy (HOW?)

List a specific date.

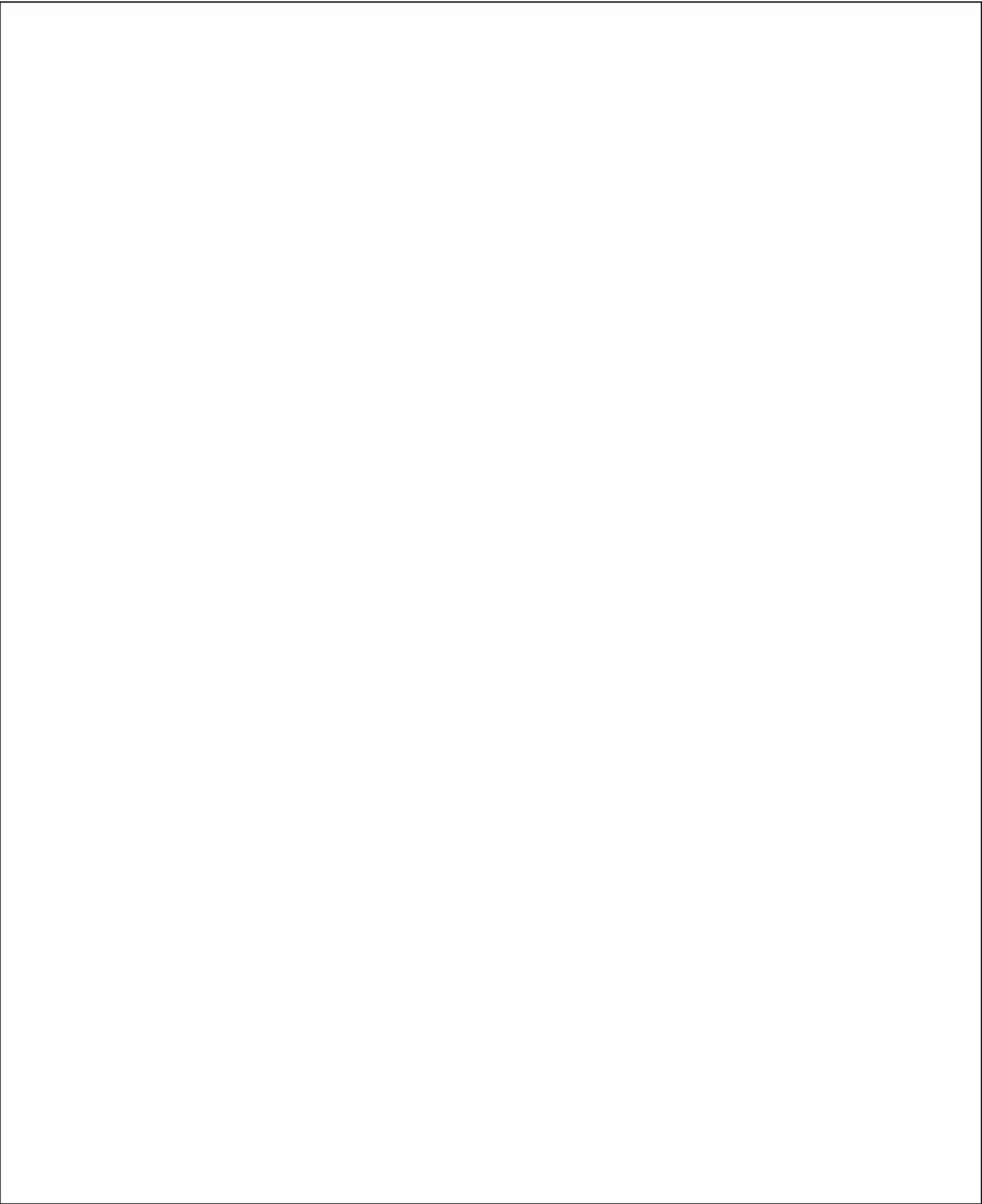
(Example - Selling the business as a going concern, raising capital, and hiring senior management to continue running the business, etc.)

Your mission (WHAT?) of the business:

Very specific - describes the business, its marching orders, and expected results business will deliver to its customers. Shared externally.

Your 1 to 3 year business strategies (HOW?) (10-30 Words each point):

- 1-3 strategies designed to communicate / reinforce vision within the team.
- 1-3 business development strategies.
- 1-3 strategies designed to enhance operations and product/ services delivery.
- 1-3 strategies designed to ensure effective finance and accounting functions are in place.
- 1-3 strategies designed to ensure continued customer satisfaction.
- 1-3 strategies designed to ensure employee satisfaction.
- 1-3 strategies designed to ensure supplier and financial partnerships are strong.



12-Month Objectives - WHAT & WHEN

(Measurable with Timeline)

Based upon vision, exit strategy plus 1 to 3 year strategies, what does the business need to do over the 12-months to keep on tack?

Objective	Measurable (\$/units, hours)	Timeline

Quarterly Action Plan

(Actions to complete this quarter to achieve 12-month objectives)

Objective	Measurable (\$/units, hours)	Timeline

Monthly Action Plan

(Actions to complete this month to achieve 12-month objectives)

Objective	Measurable (\$/units, hours)	Timeline

Please also attach the following:

- ☐ Projected income and expense
- ☐ Cash flow forecasts for two years



106-205 Jensen Avenue E, Parksville, BC, V9P-2H1

Phone: (250) 591-7499

E-Mail: admin@cfnanaimo.org

www.cfnanaimo.org