

BUSINESS PLAN TEMPLATE

SMALL BUSINESS BC BUSINESS PLAN TEMPLATE

This free template will help you define what your business is, show how you will become profitable, and serve as a marketing tool to showcase your idea. The included cash flow forecasting tool is the first step to understanding your true businesses viability.

Visit: smallbusinessbc.ca/resource/howtos-checklists/business-plan-template

THE CORE COMPONENTS OF YOUR BUSINESS PLAN

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| 1. EXECUTIVE SUMMARY | Your executive summary should be 1–2 pages long, and summarize key points of your plan including your business concept, your product or service offering, target market(s), a summary of your financial projections and key dates. Your executive summary should be written last, after you've written the rest of the plan. | <input type="checkbox"/> |
| 2. BUSINESS OVERVIEW | In your overview, include details regarding your business's history, vision and/or mission, objectives, and your ownership structure. | <input type="checkbox"/> |
| 3. PRODUCTS AND SERVICES | Expand upon your products and services, including features and benefits, and competitive advantages. Describe the unique selling points (USPs) of the product or service. | <input type="checkbox"/> |
| 4. MARKET RESEARCH | <p>Outline who your customers are, who your competitors are, and any current or future trends which will affect your market.</p> <p>Provide your analysis of your research material and how it would affect the business sector.</p> <p>Include information on the expected demand for your product or service, explaining how and why you have come to those assumptions.</p> <p>Need help?</p> <p>Small Business BC Market Research Advisory Services:
smallbusinessbc.ca/advisory/market-research-services</p> <p>Upcoming market research seminars: smallbusinessbc.ca/education</p> | <input type="checkbox"/> |
| 5. MARKETING AND SALES STRATEGY | <p>Outline how you plan to reach out and sell to that market.</p> <p>See our Marketing and Sales Guide:
smallbusinessbc.ca/resource/howtos-checklists/effective-marketing-and-sales-guide/</p> | <input type="checkbox"/> |
| 6. IMPLEMENTATION AND OPERATIONS PLAN | <p>Provide a profile of your management team, your human resources plan, your business location(s) and facilities, your production plan (if selling a product), and an overview of day-to-day operations</p> <p>List estimated dates of completion for different aspects of your business plan with targets for your business and milestones.</p> | <input type="checkbox"/> |

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| 7. FINANCIAL FORECASTS | Include two years' worth of projected financial statements, including income statements, pro-forma balance sheets, and monthly cash flow and annual cash flow statements. Summarize each statement into a few easy-to-understand sentences and put these in a cover page for the statements. Be sure to document all of the assumptions you used in forecasting your revenues and expenses. | <input type="checkbox"/> |
| 8. ADDITIONAL INFORMATION | Include all licenses, permits, agreements, existing contracts and any additional documents that support your business plan, in your appendices. | <input type="checkbox"/> |

DON'T KNOW WHERE TO START?

WRITING A BUSINESS PLAN SEMINAR

\$59

PLUS TAX

- The keys to conveying a cohesive and compelling business plan
- The key questions you'll need to address in your plan
- What each section of a business plan should look like
- How to develop areas of your plan that need work

For more information visit

smallbusinessbc.ca/education/writing-a-business-plan/

READY FOR THE NEXT STEP?

BUSINESS PLAN CONSULTING & REVIEW SERVICE

\$299

PLUS TAX

- Evaluate your business idea
- Provide feedback and resources on how to improve your plan.
- Guidance on how to present plan to potential lenders or investors.

For more information visit

smallbusinessbc.ca/advisory/business-plan-services/

CONTACT

CLIENT SERVICES

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All clients are advised to reconfirm information from the official departments from the necessary government agencies both in Canada and abroad. Small Business BC accepts no liability or responsibility for any acts or errors, omissions, misuse, and/or misinterpretation resulting from reliance, in whole or in part, on information provided.