

## THE CORE COMPONENTS OF YOUR BUSINESS PLAN

- |                           |   |                          |
|---------------------------|---|--------------------------|
| 1. EXECUTIVE SUMMARY      | <p>Leave space for the Executive Summary at the beginning of the document but do not complete until the full plan has been written.</p> <p>The executive summary should include the key points of your plan including target markets, high level forecasts and key dates.</p> <p>For examples of how to write an executive summary visiting <a href="http://bplans.com">bplans.com</a>: <a href="http://sbbc.co/executivesum">sbbc.co/executivesum</a></p>  | <input type="checkbox"/> |
| 2. IDENTIFY OPPORTUNITIES | <p>Describe the unique selling points (USPs) of the product or service and your vision for the business. Provide context to your description: Remember that the reader will not know you therefore write clearly and concisely without acronyms and jargon.</p>   | <input type="checkbox"/> |
| 3. 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>Do not recreate data. Provide your analysis of 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><b>Need help?</b></p> <p>Small Business BC Market Research Advisory Services:<br/><a href="http://smallbusinessbc.ca/services/market-research-services/">http://smallbusinessbc.ca/services/market-research-services/</a></p> <p>Upcoming market research seminars:<br/><a href="http://www.smallbusinessbc.ca/seminars">http://www.smallbusinessbc.ca/seminars</a></p> | <input type="checkbox"/> |
| 4. MARKETING AND SALES    | <p>Outline how you plan to reach out and sell to that market.</p> <p>For tips on how to create a great marketing plan please visit <a href="http://sbbc.co/marketingsalescontent">sbbc.co/marketingsalescontent</a>.</p>  | <input type="checkbox"/> |
| 5. YOUR TEAM              | <p>Include biographies of key people in your business, a brief organizational chart and job description.</p> <p>For help defining your key staff visit the Info Entrepreneurs website: <a href="http://sbbc.co/developyourteam">sbbc.co/developyourteam</a></p>   | <input type="checkbox"/> |
| 6. FINANCIAL FORECASTS    | <p>Include cash flow statements, profit and loss forecasts, and sales forecasts.</p> <p>For an explanation on how to create a budget and sales forecast, visit Canada Business at <a href="http://sbbc.co/budgetforecasting">sbbc.co/budgetforecasting</a>.</p>   | <input type="checkbox"/> |
| 7. IMPLEMENTATION PLAN    | <p>List estimated dates of completion for different aspects of your business plan with targets for your business and milestones.</p>  | <input type="checkbox"/> |

## 8. APPENDICES

Include all licenses, permits, agreements, existing contracts and any additional documents that support your business plan.



### DON'T KNOW WHERE TO START?

#### FOCUSED BUSINESS PLANNING

## \$369

PLUS TAXES

- Program includes 8 seminars
- Find out how to turn a good business idea into a successful business
- Understand the basics of small business operations
- Market research and strategies
- Marketing and sales strategies

### READY FOR THE NEXT STEP?

#### BUSINESS PLAN CONSULTING & REVIEW SERVICE

## \$299

PLUS TAXES

- 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.

### CONTACT

#### CLIENT SERVICES

604-775-5525 | 1-800-667-2272 | [askus@smallbusinessbc.ca](mailto:askus@smallbusinessbc.ca)

*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.*