

## **TITLE PAGE:**

**TABLE OF CONTENTS:** (Second last page to be created)

## **EXECUTIVE SUMMARY:**

(This is the last Section to be prepared and should be two pages or less in length.)

- Brief Description of business or concept
- Summary of Financial Requirements
- Summary of Usage of Funds

## **COMPANY PROFILE:**

- Business Name and Address
- Business Structure
- List of Registrations/licensing/professional or trade designations
- Company management/advisors

## **INDUSTRY PROFILE:**

- The Market Description (size of market)
- Identification of Trends and Company Response
- Listing of any Political or Legal Issues
- Competitive Analysis
- Identification of any barriers

## **SALES AND MARKETING:**

- Pricing outline
- Targeted Sales
- Future Sales
- Customer Analysis
- Promotional Program
- Advertising Program
- Promo and Advertising Budget

## **OPERATING PLAN**

- Facility Costs
- Equipment Listing
- Supplies and Inventory
- Human Resources Plan including proposed wage/pay, labour burden and benefits costs.

## **FINANCIAL PLAN:**

- Cash Flow Forecast
- Projected Income Statement
- Projected Balance Sheet

## **APPENDICES:**

### **OVERVIEW ONLY!**

**A detailed template  
of layout and the  
recommended  
content of a Business  
Plan is available at no  
charge from the  
Business Enterprise  
Centre. Just ask us.**

Saved as: Forms/Business Plan Checklist