

# Business Plan Template

This template is designed to help entrepreneurs create a structured, comprehensive business plan. Customize each section to reflect your unique business idea, industry and province or territory.

## Cover Page

- **Business name and logo:** Provide your legal business name and trademark or logo.
- **Plan title:** e.g. “Business Plan for [Your Company Name]”.
- **Preparation date:** Include the date the plan was created or updated.
- **Prepared by:** Name, address, phone number and email of the person who prepared the plan.
- **Confidentiality notice:** State that the document is confidential and number copies if necessary.

## Table of Contents

List all major sections and sub-sections of your plan with page numbers. Use a clear hierarchy so readers can easily find information.

## Executive Summary

Write this section last. Summarize the key elements of your business plan in one or two pages:

- Briefly describe what your business does and why you are the right person to run it.
- Highlight the unique value your product or service provides.
- Summarize the market opportunity and why customers will buy.
- Outline your financing needs and what investors or lenders will gain.
- Mention key financial indicators (sales projections, profitability, break-even point).

## Company Profile / Business Description

- **Background:** Explain why you are starting (or expanding) the business now and what motivates you.
- **Legal structure:** State whether the business is a sole proprietorship, partnership or corporation and where it is registered.
- **Location:** Describe where your business is based, why the location is strategic, and plans for future expansion.
- **Products or services:** Detail what you will offer and how your offering stands out from competitors.

- **Mission and vision:** Define the purpose of your business and where you want it to be in five years.
- **Values:** Share core principles (e.g., integrity, innovation, sustainability) that guide your decisions.
- **Management team:** Introduce owners, partners and key managers, highlighting relevant skills and experience.

## Market Analysis

- **Industry overview:** Provide statistics on industry size, trends and growth potential. Note relevant regulations or certifications.
- **Target market:** Describe your ideal customers (demographics, location, purchasing behaviour) and estimate market size.
- **Competitive landscape:** Identify main competitors and compare their strengths and weaknesses to yours.
- **SWOT analysis:** Summarize your business's strengths, weaknesses, opportunities and threats.
- **Market gaps:** Explain where current offerings fall short and how you will meet customer needs.

## Sales and Marketing Strategy

- **Value proposition:** Summarize the benefits customers receive from your product or service.
- **Brand identity:** Describe the personality and tone you want your brand to project.
- **Pricing strategy:** Explain how you determine prices compared with competitors.
- **Distribution channels:** Note how customers will buy your product or service (online, retail, direct sales, etc.).
- **Promotion plan:** Outline advertising, social media, public relations and other marketing tactics.
- **Sales forecast rationale:** Provide assumptions behind your sales projections and how you will measure results.

## Operations Plan

- **Facilities and equipment:** Describe your premises, square footage and key equipment. Explain whether you rent or own and future expansion plans.
- **Suppliers:** List key suppliers, reasons for choosing them and any logistics considerations.
- **Production process:** Explain how you produce or deliver your product or service, including quality control.
- **Human resources:** Provide an organizational chart, job descriptions, recruitment and retention strategies and compensation policies.
- **Risk assessment:** Identify operational risks (e.g., supply chain disruptions, equipment failure) and mitigation strategies.

## Financial Plan

- **Funding requirements:** State how much capital you need and how it will be used (equipment, inventory, working capital, etc.).
- **Sales and revenue projections:** Present realistic, month-by-month sales projections for at least one year, with assumptions.
- **Expense projections:** Break down fixed and variable costs (inventory, rent, wages, utilities, marketing, etc.).
- **Cash flow forecast:** Show anticipated cash inflows and outflows and identify any funding gaps.
- **Income statement:** Provide projected income statements (profit and loss) for three years.
- **Balance sheet:** Offer a projected balance sheet showing assets, liabilities and equity.
- **Break-even analysis:** Calculate the sales volume required to cover all costs and start earning profit.

## Strategic Objectives

Use SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound) to outline short-term and medium-term objectives. Include metrics such as sales targets, market share, customer acquisition or product launches.

## Risk Management

Identify key risks your business faces (market, financial, regulatory, operational) and outline contingency plans for each. Describe insurance coverage, succession planning and crisis response measures.

## Appendix

Include supporting documents and data such as:

- Owner and manager resumes
- Detailed market research reports and surveys
- Permits, licences and insurance certificates
- Letters of intent, contracts or supplier agreements
- Additional financial statements or ratios
- Any visuals (site maps, floor plans, product sketches) that support your plan

*Use this template as a starting point and tailor each section to your specific business and the Canadian province or territory where you operate.*