

Business Plan Criteria

1.0 Executive Summary

- 1.1 Write an executive summary for your business including information on:
- 1.2 Company name, address, phone number
- 1.3 Names, addresses. Phone number of all key people
- 1.4 Brief description of the business, its products and services, the customer problems they solve
- 1.5 Brief overview of the market for your products and services
- 1.6 Brief overview of the strategies that will make your firm a success
- 1.7 Brief description of the managerial and technical experience of key people

2.0 Business Description

- 2.1 Describe the nature of your business
- 2.2 What year was your business founded?
- 2.3 What is the current form of your business: Sole trader or Partnership? If partnership identify partners and their respective percentage interest of the business
- 2.4 Describe the geographic region your business serves
- 2.5 Identify the key people (stake holders) in your business and their roles in the business
- 2.6 Description of management team: key managers and employees, their duties and responsibilities in your business (organizational chart)
- 2.7 What is your vision (where you want to be) for your business.
- 2.8 What is the mission (the purpose) of your business
- 2.9 List your goals for the next three years(at least 5) and what are your objectives for the next 6 months (at least 5)

3.0 Products and Services

- 3.1 Describe the product or service your business provides
- 3.2 What benefits does you product and service offer to your customers
- 3.3 Description of production process (if applicable)
- 3.4 List any key supplier for your business
- 3.5 What future development are you planning and when

4.0 Sales and Marketing

- 4.1 What characteristics describes your customers – Demographic characteristics
- 4.2 What market segments are you targeting
- 4.3 Describe your competitors, who are they. What are there strengths and weaknesses.
- 4.4 Identify your competitive advantage in the market place and desired image
- 4.5 What pricing strategy will you use
- 4.6 List and explain the advertising (medium used, medium cost, frequency of usage), public relations and promotional/sales strategies and incentives you will use
- 4.7 Channels of distribution used
- 4.8 What are your forecasted sales (in units & dollars) for the next three years

2010	2011	2012
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Sales volume
Sales Revenue

5.0 Location and Layout

- 5.1 Demographic analysis of location (distance) vs. target customer profile
- 5.2 Traffic count
- 5.3 Labour needs and supply vs. location
- 5.4 Lease/rental rates
- 5.5 Size requirements
- 5.6 Layout plan

6.0 Financial Forecasts

- 6.1 Income Statement
- 6.2 Balance Sheet
- 6.3 Cash flow statement
- 6.4 Break-even analysis

7.0 Loan or Investment Proposal

- 7.1 Bank or creditor dealing with and agreements made.
- 7.2 Amount requested
- 7.3 Purpose and uses of funds
- 7.4 Repayments agreement: amount, interest, time

8.0 Appendices

- 8.1 Supporting documentation, financial statements, organizational chart, etc