



**INDIGENOUS WOMEN ENTREPRENEURS  
MICRO-LOAN FUND**

**PROGRAM GUIDELINES BUSINESS PLANNING  
GUIDE AND CASH FLOW TEMPLATE**

June 2022

## INTRODUCTION

A business plan brings together all of your thoughts and research into how you plan to operate and manage your business. It should be written to explain to someone who knows nothing about you or your idea. The business plan will assist you to think of areas in running your business you may not have thought through. It is a good planning document and it will detail to any investors/lenders why you think your business will be a success. There are many resources on-line to assist with the completion of your business plan.

### Executive Summary

Although this is the first page of the Business Plan it is the last page to be completed. It should be short and describes your business or business idea; the highlights of the business plan, including a short summary of the financial projections; and a summary of how it is to be financed.

<b>Executive Summary:</b> describe the highlights of your business and a summary of your proposal

<b>Business Information:</b>	
Business name:	Business legal name:
Type of Business ownership: <input type="checkbox"/> Sole proprietorship (owned just by you) <input type="checkbox"/> Partnership (owned by you and a partner) <input type="checkbox"/> Incorporation (limited company separate from you)	Business owner(s): state names & ownership %'s

<b>Business Information:</b>	
Business address:	Business phone number:  Business fax number:
Business e-mail address:  Business website address:	Contact person:

**Background:** Where did your business idea come from, why do you think your business will succeed, provide an overview of the industry in which your business will compete?


**Management:** Provide a description of the proposed management team including names, titles, duties, experience and qualifications of each. Who will keep financial records for the business?



**Market Analysis:** provide a detailed description of the products and services you will offer in what geographic area, and who your customers are for each product and service you are offering. Why do you think there is a market demand for these products?


**Competition:** Identify the major competitors in your market area and your competitive strengths.


**Pricing:** Outline what your pricing structure will be and how it was arrived at?


**Marketing Strategy:** how do you propose to market your products and services to your proposed customers using what mediums? What will be your marketing budget?


**Operations Plan:** describe your proposed operations: location, hours of operation, suppliers, equipment, inventory, parking, number of employees, production processes, bookkeeping, etc..



## Licenses and Permits

Business License - Do you have your current license from the local government? \_\_\_\_

Name Search/Registration – Unless your business is a sole proprietorship operating under your own name you must register the business name. Have you done a name search & registered your business name. \_\_\_\_\_

GST – If you expect revenues of \$30,000 or more it is required, otherwise it is voluntary. Have you registered? \_\_\_\_

Revenue Canada – If you have employees you will require an Employer Registration number? Do you have one? \_\_

WCB - Do you require a Worker's Compensation Board assessment number? How much will the premiums be? \_\_\_\_\_

Zoning - What zoning regulations apply to your business? How will you be affected?

Are there any special licenses that are required for your business? \_\_\_\_\_

What types of insurance will you need? How much does each type cost? \_\_\_\_\_

**Financial:** The first component of your financial plan will include a Project Costs and Financing Plan. This outlines what major costs are required to set-up or expand your business and where the money will come from. Related attachments should include quotations for all project costs in excess of \$1,000 and confirmation of sources of funding.

<b>Project Costs and Financing:</b>			
<b>Capital:</b>	<b>\$</b>	<b>Source</b>	<b>\$</b>
Land		Cash Investment	
Building		Micro-Loan	
Equipment		Other Loans	
Furnishings			
Vehicle			
Inventory		Other government financing	
Other <i>(please describe)</i>		Other	
<b>Subtotal</b>		<b>Subtotal</b>	
<b>Marketing:</b>			
Print materials <i>(brochures, business cards, etc.)</i>		Cash Investment	
Website/Social Media		Funds from Operations	
Tradeshows			
Newspaper, Radio, Television			
Signage		loan	
Other <i>(please describe)</i>		Other	
<b>Subtotal</b>		<b>Subtotal</b>	
<b>Business Support:</b>			
Financial Management		Cash Investment/Funds from Operations	
Other <i>(please specify)</i>		Other <i>(please specify)</i>	
<b>Subtotal</b>		<b>Subtotal</b>	
<b>TOTAL PROJECT COSTS</b>		<b>TOTAL PROJECT FINANCING</b>	

**Cash Flow Forecast:** When completing a cashflow you are estimating your cash-in (sales), and your cash-out (expenses plus wages). Timing your expenditures helps you avoid cash shortages. Sales projections should be reasonable and based on stated assumptions which should be outlined. How did you arrive at these sales figures and are they realistic? Sales and expenses fluctuate by month and should not just be spread across 12 months evenly, for example sales may be up or down in the summer and insurance is generally paid for up front.

## Explanation of Terms:

### Cash Receipts (Money you receive)

Estimated Sales: - Estimate the total amount of money (gross revenue) that you expect to receive when you sell your goods (Gross Revenue) and / or services.

Loan/Other Contributions- Enter the amount of money you outlined in your financing plan in the month you expect to receive it.

Personal Cash (equity): - Money invested in your project from personal resources or savings.

### Cash Disbursements (Money you spend)

Project Costs: - Money you spend to purchase buildings, equipment, furnishings, inventory, initial operating expenses.

Wages/Salaries: - Money you expect to spend on employee wages/salaries, plus your employment expenses (i.e. employer's share of unemployment insurance, Canada Pension Plan deductions and Worker's Compensation premiums).

Cost of Goods Sold: - Money required to purchase your inventory and/or for the manufacture of your products.

Utilities: - Money required to pay for heating and hydro expenses.

Supplies: - Money needed for the regular items required.

Telephone/Internet: - Money required for ongoing telephone and internet usage.

Professional Fees - Money you will spend on acquiring professional services such as accounting, legal and other business support.

Advertising: - Money required to advertise and promote your business.

Insurance: - Money required to pay property and commercial liability insurance for your business.

Office Expenses: - Money to be spent on office and administrative expenses (e.g. stationery supplies, etc.)

Loan Payment: - Money required to pay monthly commercial loan payments, including both principal and interest.

Other: - Any cost not provided for in the above list, but which is specific to your business.

Personal Drawings: - Money withdrawn from the business by the owner(s) for personal living allowances.

**Net Cash** - Calculate your NET CASH position for each month by subtracting cash-in from cash-out. If receipts are greater than disbursements enter the difference as monthly surplus. If disbursements are greater than receipts enter the difference as monthly deficit. To calculate cumulative net cash, add the monthly surplus to (or subtract the monthly deficit from) the cumulative net cash of the month before (e.g. if you have a net cash surplus of \$500 in April, and a \$200 net cash deficit in May, your cumulative net cash at the end of May would be \$300).



**Cash Flow Forecast for: \_\_\_\_\_**

**Cash-In**

<b>Month</b>	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	<b>Total</b>
Estimated Sales													
Loan													
Personal Cash (Equity)													
Other Loans or Contributions													
<b>Total Cash-In</b>													

**Cash-Out**

Project Costs													
Wages and Salaries													
Cost of Goods Sold													
Utilities													
Supplies													
Telephone and Internet													
Professional Fees													
Advertising and Promotion													
Insurance													
Office Expenses													
Loan payment													
Other													
Personal Drawings													

<b>Total Cash-Out</b>														
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**Net Cash:**      (Total Cash-In minus Total Cash-Out)

Total Cash-In minus Total Cash-out														
Beginning Monthly Cash														
Ending Months Cash														

**SUPPORTING DOCUMENTATION**

The following provides a list of the supporting documentation that should be submitted with this business planning template to support your Business Plan and/or your request for funding:

- Resumes of key people
- Market Data supporting your ability to meet sales goals
- Price schedule for produce line or service
- Market survey data
- Any Drawings or site plans
- Any Agreements entered into
- Letters of Support
- Letters of Intent
- Past financial statements (if applicable)
- Journeyman tickets or other certificates of importance
- Offers to purchase
- Quotes
- Any other items of importance to your business

**Good Luck with your business!**