



## **Investing in Our Métis Settlement Members**

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# **Business Plan Template**

**Date:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Business Name:** \_\_\_\_\_

**Owner/Founder:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Business Address:** \_\_\_\_\_

\_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

\_\_\_\_\_

**Personal Resume**

Please attach your most recent resume or a complete chronological list of your employment and education. If there is more than one borrower, both/all need to submit the same documentation.

If you are unable to provide either of these, please fill in the below portion.

Name: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Address: \_\_\_\_\_ How long at address: \_\_\_\_\_  
(Current) (Years) (Months)

Legal Land Description: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

**(If less than 5 years provide previous addresses)**

Address: \_\_\_\_\_ Duration: \_\_\_\_\_  
(Former)

Address: \_\_\_\_\_ Duration: \_\_\_\_\_  
(Former)

**Employment**

Employment: \_\_\_\_\_ Duration: \_\_\_\_\_  
(Present)

Title: \_\_\_\_\_

Duties: \_\_\_\_\_

Employment: \_\_\_\_\_ Duration: \_\_\_\_\_  
(Former)

Title: \_\_\_\_\_

Duties: \_\_\_\_\_

**Education**

\_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_\_ Date: \_\_\_\_\_

**Executive Summary:** (Briefly explain your company and its purpose.)

**Business Information**

- Incorporated  
If yes, date of incorporation \_\_\_\_\_
- Proprietorship
- Partnership
- Other \_\_\_\_\_

List all shareholders or main principal shareholder (name, address and percentage ownership).

When did your business start?

What have you accomplished so far as a business?

What future goals do you hope to achieve with your business?

**1. Products/Service:**

- Provide a brief description of your products or services. (How will it benefit your customers and how will it be offered?)
  
  
  
  
  
  
  
  
  
  
- What is the long-term outlook for your product or service?

**2. Market:**

- Who is your target market for customers?
  
- Briefly describe the characteristics of your target market. (Age, location, gender, income, etc.)
  
- What geographical area will you promote your product/service in?
  
- What opportunities have you identified within this specific target market?
  
- How will you promote/advertise your product/services? (social media, newspapers, flyers, etc.)
  
- What will be your selling term? (Will you have a credit policy? If yes, what percentage will be credit/cash?)
  
- What will be your pricing strategy? Will you be offering market price or 30-50% markup/markdown?
  
- If you are purchasing an existing business, describe how your product or service has been received.

### 3. Competition:

List your competitors in your market area

Name	Location	Product/Service	Price	% of Market

- How will your business differ from your competitors?

- Advantages over competitors:

	<u>Your Product</u>	<u>Competitors</u>
Price	_____	_____
Quality	_____	_____
Product	_____	_____
Uniqueness	_____	_____
Availability	_____	_____
Service	_____	_____

- Have you identified any disadvantages compared to your competitors? If so, how do you plan to overcome them?

### SWOT Analysis

Please identify the strengths, weaknesses, threats and opportunities that may impact your business.

#### Internal factors

Strengths	Weaknesses

#### External Factors

Opportunities	Threats

#### 4. Operations:

- Give a description of the location of your business (address, size of building, rental, lease agreement, amount of land, costs of land and building if purchasing).
  
- Why have you chosen this location?
  
- What type of equipment will you need to purchase? (Indicate cost and installation charges, and where purchases will be made. Attach any quotes.)
  
- Where will the supplies and materials be purchased? (Indicate suppliers name, address, and cost/terms. Attach any quotes.)

- Apart from the owner, what other manpower will be needed and what wages will be paid to them? What will be their responsibilities? (Please provide job descriptions.)

**Management:**

- Who will play the key management roles? (Please attach resume indicating experience.)
- What will management be paid?
- What would you consider the strengths and weaknesses of the proposed operators?

**5. References:**Type of AccountName of Bank Chequing

\_\_\_\_\_

 Savings

\_\_\_\_\_

1. Name of Accountant: \_\_\_\_\_

2. Name of Lawyer: \_\_\_\_\_

3. Other Professionals: \_\_\_\_\_



**6. Security:** What are you prepared to offer for collateral?

**7. Capitalization:** How much money do you require? What it will be used for? Please indicate your sources of financing.

**8. Financial Plan:** The following must be completed before consideration for a loan.

a) 3-year cash flow projections

Break-even analysis:

Break-Even Point (sales dollars) = Fixed Costs ÷ Contribution Margin

- Fixed costs have no effect on number of items sold (ex. Operational costs such as rent.)
- The contribution margin is determined by subtracting the variable costs from the price of a product.

Profitability:

Gross Profit = Net Sales – Cost of Goods Sold

- Net sales are total revenue generated by a business after deducting the cost of goods sold, taxes, and other expenses
- Cost of goods is the sum of all direct costs associated with making a product

Return on Investment:

Return on Investment = (profit - cost) / cost x 100

## Financing Checklist

Here is a basic management checklist to ensure that proper consideration has been given to the following financial factors.

1.  Have you completed cash flow projections for the first year of operation?
2.  Have you completed a pro forma balance sheet and income statement for the first year of operation?
3. Have you considered the following expenses in your financial planning?
  - Rent
  - Supplies
  - Utilities
  - Equipment
  - Furnishings
  - Licenses
  - Telephone
  - Wages & Salaries
  - Benefits
  - Inventory
  - Advertising & Promotion
  - Professional Fees
  - Transportation
  - Tax
  - Interest
  - Liability Insurance
  - Vehicle/Equipment Insurance
  - Registration
4.  Have you determined the amount of capital needed to start the business?
5.  Have you calculated a living wage for the owner/Manager?
6.  Have you determined how much capital will be provided by owner/manager?
7.  Have you calculated if the owner/manager will have enough cash to pay bills during the first initial months of business?
8.  Have you determined the potential Return on Investment for this business?  
 If so, is it an acceptable figure?
9.  Have you investigated the following financing options? If so, which ones apply?
  - Personal equity
  - Friends and family
  - Banks and near-banks
  - Trade Credit/Vendor financing
  - Venture capital
  - Franchising

**Start-up Costs**

<b>Start-up Item</b>	<b>Cost of Item</b>	<b>Owner Will Contribute</b>	<b>Requested Funding</b>	<b>Other Funding 1</b>	<b>Other Funding 2</b>
<b>Space - Leasehold Improvements</b>					
First and last month rent					
Building improvement costs (renovations)					
Legal Fees to review documents					
Permits, Technical Fees, Deposits					
Other cost 1					
Other cost 2					
Other cost 3					
<b>General Start-up Costs</b>					
Business Insurance (Yearly total)					
Liability Insurance					
Registration					
Business License					
Business Incorporation					
Equipment & Fixtures					
Office Furniture (desk, filing cabinet)					
Computer, printer, fax machine					
Accounting System – POS system					
Accounting Consultation to set up books					
Legal fees to review contracts					
Website					
Other cost 1					
Other cost 2					
Other cost 3					
<i>START-UP COSTS SUBTOTALS</i>					
<b>Inventory / Stock / Products (ONLY)</b>					
Vendor 1					
Vendor 2					
Vendor 3					
Vendor 4					
<i>INVENTORY / STOCK SUBTOTALS</i>					
<b>TOTAL START-UP COSTS</b>					
<b>START-UP &amp; INVENTORY COST</b>					
<b>Available cash in the Bank</b>					
<b>Working Capital</b>					
<b>TOTALS</b>					



Annual Cash Flow Chart _____ First Year of												
Operations	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
<b>Sources of Income</b>												
Sales & Receipts												
Other Income												
Owner contribution												
<b>Total Cash Inflows</b>												
<b>Cash Outflows - Expenses</b>												
Advertising												
Accounting & Legal Fees												
Bank Services & Charges												
Credit Card Fees												
Delivery / Freight												
Income Tax Payments												
Insurance												
Loan Payment												
Office Supplies												
Payroll												
Payroll Taxes												
Rent or Lease												
Other Operating Expenses												
Supplies												
Taxes & Licenses												
Vehicle & Gas												
Maintenance & Repairs												
Utilities												
Telephone - Internet												
Subtotal												
<b>Other expenses</b>												
Purchase of Inventory												
Purchase of equipment												
Shareholder Withdrawal												
Subtotal												
<b>Total Cash Outflows</b>												
<b>Ending Cash Balance</b>												
												<b>Surplus (Deficit)</b>

Annual Cash Flow Chart _____ Second Year of												
<b>Operations</b>	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
<b>Sources of Income</b>												
Sales & Receipts												
Other Income												
Owner contribution												
<b>Total Cash Inflows</b>												
<b>Cash Outflows - Expenses</b>												
Advertising												
Accounting & Legal Fees												
Bank Services & Charges												
Credit Card Fees												
Delivery / Freight												
Income Tax Payments												
Insurance												
Loan Payment												
Office Supplies												
Payroll												
Payroll Taxes												
Rent or Lease												
Other Operating Expenses												
Supplies												
Taxes & Licenses												
Vehicle & Gas												
Maintenance & Repairs												
Utilities												
Telephone - Internet												
Subtotal												
<b>Other expenses</b>												
Purchase of Inventory												
Purchase of equipment												
Shareholder Withdrawal												
Subtotal												
<b>Total Cash Outflows</b>												
<b>Ending Cash Balance</b>												
												<b>Surplus (Deficit)</b>

Annual Cash Flow Chart _____ Third Year of												
<b>Operations</b>	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
<b>Sources of Income</b>												
Sales & Receipts												
Other Income												
Owner contribution												
<b>Total Cash Inflows</b>												
<b>Cash Outflows - Expenses</b>												
Advertising												
Accounting & Legal Fees												
Bank Services & Charges												
Credit Card Fees												
Delivery / Freight												
Income Tax Payments												
Insurance												
Loan Payment												
Office Supplies												
Payroll												
Payroll Taxes												
Rent or Lease												
Other Operating Expenses												
Supplies												
Taxes & Licenses												
Vehicle & Gas												
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<b>Ending Cash Balance</b>												
												<b>Surplus (Deficit)</b>