



## Business Plan

### **Cover Page**

The Business Name and date plan was written

Company address, phone number, email, website, ect.

Many businesses include their logo here too

### **Executive Summary (Write this LAST)**

Briefly tell us what your company is and why it will be successful. Include your mission statement, product or service, and basic info about your location, management, and employees. Usually 1 paragraph.

### **Company Description**

Describe your company. What problems or need does your business address? Who do you serve? Why is this company important to you? What is the legal structure of your business (LLC, sole proprietor, s corp)? Business goals for the next 3-5 years. Company vision and values. Location, where is your business located? Why did you pick that location? Is there a unique story or meaning behind your business name?

### **Market Analysis**

Demonstrate your understanding of your market and industry. Who are your competitors? How are you competitive? Why would consumers choose you over them? Who is your target market? Where does your business fit in the industry? Is it a highly competitive industry? What are the barriers to entry of your industry (high start-up costs, specialized technology, ect)?

### **Organization and Management**

Identify your skills as a manager and any applicable experience. Do you plan to hire staff? What will they do? When will you hire?

### **Service or product line**

What is it you are selling? How does it benefit customers? Explain in detail, especially if it is something the general public would not know. You are the expert in your product/service so show us what you know. Include information about your pricing structure and how you came up with it. What gives your products an advantage over others?



# First Nations Community Financial

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**“Strengthen communities by providing the highest quality of personal financial services.”**

## **Marketing and Sales**

How do you plan to market your product/services? What are your plans for evaluating the effectiveness of the strategy? If you have any partnerships that will help, highlight them here. What are the trends of your industry? How will you advertise? What image will your company project?

## **Funding Request**

What is your funding request? What is it going to be used for? Explain how you got the numbers you did, especially for things like equipment or major purchases. (You don't need to explain the price of a pencil but do need to explain the price of a truck). What do you plan to use as collateral for your loan?

## **Financial Projections**

The goal is to convince the reader that your business will make money and be able to continue operating and pay back the debt. Include the debt in your projections. You can use industry trends if you are a start-up. Project for the next 3-5 years including cash flow, start-up budget, and profit and loss. Be sure to include an explanation of your projections.

## **Consider adding**

Pictures of your product, especially if niche or artisanal.

Diagrams or charts to demonstrate data.

Resumes of management or key staff

An org chart

Table of contents

## **For more detailed templates try visiting the sites below**

Very detailed start-up business plan:

<https://www.score.org/resource/template/business-plan-template-a-startup-business>

Sample business plans:

<https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

Description of each section:

<https://quickbooks.intuit.com/r/starting-a-business/business-plan-template/>