

**CBDC Hants-Kings**  
**SEB Business Concept / Plan Format**

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**BACKGROUND:**

**Full name, age, sex, marital status, where do you live, how long did you live here, what are your interests, hobbies, etc.**

**Have you previously owned your own business? What were the results?**

**If so, state type of business you were in, the month and year you started the business and the month and year you ceased operation and why you got out of the business?**

**List previous employers and/or educational institutions you attended for at least the past ten years. Give the months and years you began and left the above. State why you left or why your employment was terminated. (If possible, attach resume)**

**If you have declared bankruptcy in the past, state when this happened and when you were discharged. State the reason for bankruptcy, ie. health, debt overload, lack of employment, etc. Also state if and when you were ever under the Orderly Payment of Debts Act.**

**BUSINESS PROPOSAL:**

**Describe your potential business venture, ie. are you manufacturing, retailing, starting a service business, etc. What is your product, what are you manufacturing, what are you going to repair, install, build, etc. Where are you doing it, will it be incorporated, proprietorship, or partnership? When will you start, etc.? Who are your partners, shareholders, other investors, etc.? Who will manage, do your books, banking, etc.**

## **COMPANY MANAGEMENT AND ADVISORS:**

**List management and key personnel (This could just be you or you and your spouse, etc.)**

**Separately list the duties and responsibilities of each individual listed above.**

**For each of the above identify where they reside (complete address) and for how long.**

**For each of the above state their formal education and/or any related training they received. In regards to the training has it been completed and is there a certificate to identify the level of completion?**

**It is advisable at this point to write a personal profile outlining your own background. What experience do you have related to the proposed venture? What skills do you possess? What special experience do you have that will help in the establishment and management of your business?**

**State who are your business advisors or consultants. Who will you most likely use for your banker, accountant, lawyer, insurance representative, etc.?**

**Describe your long-term and short-term business goals.**

**Have you the support of your family and are you in good health?**

## **OPERATING PLAN:**

**The operating plan describes the facilities, location, resources, and processes you plan on using to operate your business. It includes the premises you'll be working from, the necessary furniture and fixtures, the machinery and equipment you'll need for running the business, and the sources of the requisite goods, materials, and supplies.**

**Will you require any licenses, permits, or other authorizations? Is the location of your business zoned properly? Have you registered your name with Joint Stocks, HST, and Provincial Tax Commission?**

**In many situations, whether it is a start-up or an existing business, you'll be the only manager and all the employees will report to you directly. However, if employees are required, outline the number of employees you will require other than yourself and/or your spouse.**

**What will you pay your employees? To get an idea of what the competitive wages and salaries are for the industry in your area, consult the help-wanted advertisements. Or try speaking to experts in the industry or locally. A local employment and immigration officer, for example, can guide you in a wage and salary analysis.**

**Have you obtained an employee package from Canada Customs and Revenue Agency?**

### **MARKETING PLAN:**

**What market is your business going after? Have you done a market survey?**

**Who are your target customers? What are their characteristics (age, specialty market, fads, etc.)? How do they buy?**

**Give your market population, geographical size, map, etc.**

**Identify how much of the market you will be able to attract.**

**What factors affect the market? (Seasonal, primarily Christmas sales, one or very few major customers from whom you depend on for your revenue, etc.)?**

**Give your opinion on the quality and saleability of your product or service. Supply any information you have to support your opinion.**

**Explain how you determine the prices for your product or service? What is your mark-up percentage? Are your pricing methods adequate?**

**Do you give credit and if so, what are your credit and collection procedures?**

**How is your distribution handled (Transport, bus, company vehicle, etc.)?**

**What business promotion methods are you or will you be utilizing? Express an opinion to their cost and effectiveness.**

**List your major competition indicating their current market position. How long have they been in business?**

**Give an opinion on your product or service as compared to your competition. What is your competitive edge that will allow you to develop a profitable business? Will you saturate the market so as to put one or more of the current operators out of business?**

**Give any outside opinions available, such as those from a supplier, banker, accountant, etc.**

**WORKING CAPITAL:**

**What is your current working capital position and is it adequate?**

**What is your line of credit at your bank? Is it sufficient for your present and future needs?**

**Will your bank provide you with additional working capital or overdraft privileges?**

**What security have or will you give to your bank for its current working capital support?**

**If additional working capital is required, do you have any more money to invest or other sources of investment capital?**

### **FINANANCIAL START-UP REQUIREMENTS:**

- 1. Start-up costs (identify) ie. equipment, land, building, etc.**
- 2. Working capital required as mentioned above**
- 3. Miscellaneous costs (identify)**
- 4. Do you qualify for any interest free, equity, or youth loans? If so, explain.**
- 5. Describe your personal investment in the new business and in what form (ie. cash, machinery, equipment, etc.) If cash, is it borrowed funds? How much?**
- 6. Do you have access to conventional sources of loans (banks, credit unions, etc.)?**
- 7. Is there a source of other investment, ie. friends, family, etc.?**

### **SECURITY:**

**List those assets available or pledged as security (land, building, machinery, equipment, etc.).**

### **BUSINESS FINANCIAL STATUS:**

**Your Cash Flow Statement begins with your sales forecast. Start with the first month's forecast and build the financial case month by month. Remember the "Cost of Goods Sold" is the price you pay for products sold to your customers if you are a retail store. In a manufacturing business, it would include the cost of the raw materials, labour, and overhead. In a restaurant it might be the cost of food, in a photocopy shop the cost of paper, in a garage the cost of gasoline, oil, and tires. Typically these costs are variable, in that they change according to the level of sales. It is then an easy step to putting together your income statements.**