



ALL NATIONS TRUST COMPANY SAMPLE BUSINESS PLAN

Revision: October 17, 2019

WHAT MAKES A GOOD BUSINESS PLAN?

A business plan is a written document, which outlines:

- the business's and owner's background
- the proposed resources to be used
- the proposed strategies to be used
- the results expected

A business plan:

- should be organized, complete and factual
- can be prepared for an existing business or a proposed business; and
- for an existing business would include a financial summary of past results.

WHY PREPARE A BUSINESS PLAN?

- A business plan will help you clarify your goals and focus on defining every detail of your business venture. Your plan should serve as a measuring tool to set objectives and the time frame in which you will achieve them.
- A business plan is used as a tool to apply for any type of financing or to attract potential investors for your business.

Note: A glossary is attached to this sample business plan for your reference

SAMPLE BUSINESS PLAN

A. INTRODUCTION:

Business Name: _____

Business Address: _____

Postal Code: _____ **E-mail:** _____

Telephone: _____ **Fax:** _____

Owner: _____

Mailing Address: _____

Postal Code: _____

Telephone: _____ **Fax:** _____

What is your business? (include the business or product that you will be providing)

What is the structure of your business?

- Proprietorship Limited Partnership
 General Partnership Corporation

What are the names of people involved in the business?

Name	Address	Title	% Ownership
1.	_____	_____	_____
2.	_____	_____	_____

B. EXECUTIVE SUMMARY:

Highlights of business plan should include:

- Who you are?
- What is your mission/motto statement?
- What are your keys to success?
- What are you proposing?

C. LOAN INFORMATION:

Funds Required For:

Sources of Funds:

Capital:

Land (if to be purchased) \$ _____
 Buildings \$ _____
 Machinery & Equipment \$ _____
 Other: _____ \$ _____
 Total Capital: \$ _____
 Initial Working Capital: \$ _____
 Pre-Operating Costs: \$ _____
 Training Costs: \$ _____
Total Project Costs: \$ _____

Applicant's Equity \$ _____
 Loan: _____ \$ _____
 Loan: _____ \$ _____
 Loan: _____ \$ _____
 Other: _____ \$ _____
 _____ \$ _____
 _____ \$ _____
 _____ \$ _____
Total Project Costs: \$ _____

How will you repay the loan(s)?

Please provide details on projected revenue from your cash flow:

D. MANAGEMENT:

Who are the primary people involved with the business and what experience or knowledge does he/she bring to the business?

Will you be requiring any of the following management expertise?

- Accounting
 Legal
 Business Advisor
 Other, please specify _____

What are your current staffing needs? Future?

Is training required? no yes, if yes, who will provide the training?

E. SALES AND MARKETING:

Who are your potential customers and what research have you done in this industry?

How will you advertise your service or product?

What business gap would you hope to fill? And how will you keep your customers?

What do you see as the size of the total market and what do you see as your share in this market?

What will you be marketing?

1. Your Product/Service?

2. Your Price?

3. Your Business Place? (Location of your business or the place where you will be distributing your product)

4. Promotion of Your Product/Service?

**5. Who is your competition and what are your advantages and barriers over your competition?
How will you deal with their strengths?**

F. OPERATIONS:

Where will your business be located and what reason was it chosen for?

Are there any advantages or disadvantages to this site?

G. HAVE YOU INCLUDED (if applicable):

- Loan Application
 - ❑ Resumes of all primary people
 - ❑ Projected Cash Flow – forecasted cash flow projections for 3 years
 - ❑ Projected Income Statement – annual income statement/projection for years 1 through year 3 of the operation with monthly income statement projects for the first year
 - ❑ Schedule “A” – First Citizens’ Fund Declaration of Applicant
 - ❑ Schedule “B” – Declaration of Applicant
 - ❑ Schedule “C” – Agreement to Assignment of Work to All Nations Development Corporation
 - ❑ Schedule “D” – Declaration of Business Equity Fund (BEF) Applicant
 - ❑ Historical Financial Statements – Financial statements for the 3 most recent years of operation, if your project is an expansion or modernization
 - ❑ Application Fee (1% of loan request, minimum of \$250.00)
 - ❑ Evidence of Indigenous ancestry
- Construction Estimates and/or Quotes
 - ❑ Plant layout plans
- Equipment Lists
 - ❑ Current
 - ❑ To be purchased with loan funds
 - ❑ Condition report of equipment to be purchased
 - ❑ Appraisals of equipment
- Contracts and/or agreements for services or products
- Letters of support or intent for services or products from potential suppliers or clients
- Certificate of incorporation
- Consumer surveys
- Pictures and drawings (videos) of product, services, plants, etc.
- Maps for market or industry area
- Status of applications and/or approval confirmation of all other sources of funds
- Purchase and Sales agreements
- Patents or patent application status
- Property Appraisals or BC Land Assessment Statements

GLOSSARY

Assets:	Anything of value that a business owns.
Business Plan:	A written document outlining the business and the goals developed by the owner describing the time and how they are going to achieve their goals.
Capital:	Money and assets available for operating a business.
Cash Flow:	The amount of cash earned by or available to a business for investment, expenses or expansion.
Competition:	Businesses that share the same market.
Contract:	A legal agreement between two or more parties specifying each party's responsibilities to meet determined business obligations.
Corporation:	A company that exists as a separate legal entity from its owners.
Credit Rating:	A rating that shows a person's or business's credit worthiness.
Debt:	Money owned to creditor.
Entrepreneur:	A person who starts and operates his/her own business.
Equity:	Owner's equity is the value that an owner has in his/her business. Equity capital is the owner's personal funds that are available to the business for investment or expenditures.
Financial Statements:	Documents such as the income statement and balance sheet that details a business's financial position.
General Partnership:	A legal business relationship consists of two or more people who jointly take the responsibility for ownership of a business.
Income:	Money received by the business from sales of products or services.
Investment:	A spending of funds in hope of realizing a profit.
Limited Partnership:	A legal business relationship consisting of two or more people with at least one partner who liability is limited to the investment into the partnership.
Loan:	Money that a lender gives to a business or person for the purpose of generating income through products and/or services.
Market:	A set of consumers or buyers of specific products or services within a specific territory.

Net Worth:	Value after assets minus liabilities.
Operating Costs:	Costs created by the production of business products or services.
Overhead:	The fixed costs of operating a business which include rent, lease payments.
Profit:	The financial gain realized by doing business. The result of income minus expenses; if positive, it is a profit.
Proprietorship:	Sole owner of the business and is responsible for all debts of the business.
Target Market:	Potential customers identified by such characteristics such as age, income and personal interests.
Working Capital:	Current assets minus current liabilities.