



SMALL BUSINESS ENTERPRISE CENTRE

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A Typical Business Plan

COVER PAGE

- company name, address, telephone and fax numbers
- key company contacts and their titles

TABLE OF CONTENTS

- note major headings in your business plan

EXECUTIVE SUMMARY

- 1-2 page summary of the most important points of your plan

COMPANY SUMMARY

- complete company history
- company aims and objectives
- amount of financing required
- future company plans

COMPANY MANAGEMENT

- background, responsibilities and qualifications of key personnel

MARKETING PROPOSAL

- details of product or service and respective costs
- market research conducted
- business prospecting ideas
- promotions and public relations campaigns

FINANCING PROPOSAL

- cash flow forecast
- repayment proposal
- collateral

OPERATIONAL DATA

- contact numbers of account manager, lawyer and accountant
- legal status of business (incorporation etc.)
- how the business will operate

ENVIRONMENTAL STATEMENT

- company “green” plan

CONCLUSION

- restate your aims and objectives
- list financing amount and reasons for the financing
- explain why you are a prime candidate for the financing

APPENDICES

- detailed management biographies
- product literature
- asset valuation
- financial statements
- detailed cash flow forecasts
- major contracts
- profit and loss statements

Free Business Plan Templates (alphabetical listing)

BDC (Business Development Bank of Canada)

http://www.bdc.ca/en/business_tools/business_plan/default.htm

BMO

http://www4.bmo.com/business/0,2273,35490_14043444,00.html

> click on "Business Planning Resources" in the right-hand column

CIBC

<http://www.cibc.com/ca/small-business/article-tools/business-planning.html>

Interactive Business Planner (Government of Canada)

<http://www.canadabusiness.ca/ibp/>

RBC

<http://www.rbcroyalbank.com/RBC:RKAHyo71A8QAAg1OPbs/sme/create-plan/business-plans.html>

Scotiabank

http://cgi.scotiabank.com/planwriter/scotia_sb.html

TD-Canada Trust

<http://www.tdcanadatrust.com/smallbusiness/pdf/SBBPlanner.pdf>