BDC business plan template for entrepreneurs

Instructions

1. The template is provided as a reference only. Not all sections will be relevant for your company and you may need to modify it substantially for it to respond to your needs.
2. Ideas for what to write were provided (in red) for every section. Delete this page as well as the instructions provided in every section before finalizing your business plan.
3. The BDC business plan template was primarily created using the Microsoft Word software. You may encounter formatting and other problems if you are using other software.
4. Write simply and concisely. Consider using bullets instead of paragraphs.
5. It is best to avoid repetition, if possible.
6. Your business plan is not a static document. You will need to review it regularly and adjust it to reflect changing conditions.

Company Name

Business plan

Prepared

YYYY-MM-DD

Contact Information

Name Last Name

(###) ###-####

name@company.ca

company.ca

Business Address

Address line

City, Province, ### ### CA

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Executive summary

Your executive summary provides an overview of your project, a description of your current business or business idea as well as a simple explanation of your activities.

Project objectives

What to include here:

- Nature of your project
- Opportunity you want to capture
- What are the timelines and revenue targets for your project?

Your text here…

Business description

What to include here:

- What solutions do you provide to your customers?
- How does your company fit within the current market?
- What are the current major initiatives of your business?
- Where is your company located?
- How long have you been around, and what's changed since you first started?

Your text here…

Products and services

What to include here:

- What products or services are you currently selling?
- What portion of overall revenues does each product or service represent?

Your text here…

Financing need

What to include here:

- What is your current sales level?
- How much money do you require for your project?
- How do you plan on investing the money?

Your text here…

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Key people

What to include here:

- Who are the main executives/advisors in your business?
- What experience do they bring to the role?
- What are their current responsibilities within the company?

Your text here…

Risk assessment and contigency plan

What to include here:

- What are your company's weaknesses, (internal), or threats, (external), that could unhinge your business plans?
- Are you facing a skilled shortage?
- Is there a risk of a competitor taking over your customers?
- Are there changes to laws or regulations that may affect your business?
- How you will monitor, measure and respond to these risks?

Your text here…

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01.

Business overview

Provide a concise description of what you do and who you serve. Use this section to highlight your competitive position; include the size of the market, competitors, market and technological trends, and identify laws that regulate your industry.

Business description

What to include here:

- What solutions do you provide to your customers?
- How is the company trending? Where do you fit within the industry or market?
- What are the current major initiatives of the business?
- Where is your company located?
- How long have you been around, and what's changed since you first started?

Your text here…

Mission, vision, values

What to include here:

- Mission statement. What does your organization do? What solution do you offer customers?
- Your vision statement describes where you want to go/future goals.
- Your values describe your company culture and offer a glimpse into what customers can expect when dealing with you.

Your text here…

Industry overview and trends

What to include here:

- What's happening in your industry, or in the market where you're selling, that could have a positive or negative impact on your company?
- Have you seen an uptick in demand for a product or service?
- Is the population changing? Are you customers getting older?
- Is your current product or service at risk of becoming obsolete, forcing you to change?
- Have new competitors emerged?
- Could new regulations, tax or trade laws have an impact on your business?

Your text here…

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Technological trends

What to include here:
- Are new technologies disrupting your industry?
- What is your plan to deal with emerging technological trends in your industry?
- What technology are you using and how do you maintain it?
- How do your suppliers and customers use technology? Is that changing?

Tip: Technology can affect your core business as well as back-end processes, hiring, supply chain and customer purchasing behaviour.

Your text here…

Government regulations

What to include here:
- Are there regulatory or legal changes affecting your product, service or industry?
- Have you seen anything highlighted in the news about free trade agreements or environmental protections, for example?
- Do you work in an industry that's highly regulated, like healthcare?

Tip: Industry associations often have a list of recent or impending regulatory changes that affect their members.

Your text here…

The market

Overview of market trends

What to include here:
- What group of customers do you serve?
- What is the size of that customer group? Is this number growing or changing?
- How has customer behaviour changed over time?
- Are there new products or services that have emerged?
- Has the supply chain changed?
- Are there regulatory changes that affect your potential customers or their ability to buy your product or service?

Your text here…

Target market

What to include here:
- Describe your ideal customer.
- What are their needs?

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- Is their purchasing behaviour changing?

Your text here…

Products and services

What to include here:
- What products or services are you currently selling?
- What portion of overall revenues does each product or service represent?
- How do your products or services fit within the overall market?
- How can your products or services evolve to respond to market changes?

Your text here…

The competition

Competitors and types of competition

What to include here:
- Who are your direct competitors?
- Who sells similar products or services in your market?
- Can you also identify indirect competitors?
- Are there companies disrupting or undermining your industry or selling a new product or service that may replace yours?

Your text here…

Competitors' strengths and weaknesses

What to include here:
- Where do you see your competitors as vulnerable?
- What are they doing successfully?

Your text here…

Competitive advantage and differentiator

What to include here:
- What would make customers choose your product or service over your competitors' offerings?
- What's different about your product or service?
- What unique solution are you offering?
- Do you have unique means of distributing your product or service?
- Do you offer competitive payment terms or guarantees to your customers?

Your text here…

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02.

Sales and marketing

Identify your key customers and suppliers, how you communicate with them, (sales, web, promotions, ongoing support), how you price and distribute your product or service, and customer support. You use BDC's marketing plan template further detail your sales and marketing efforts. Include highlights of your marketing plan here.

Customers

What to include here:

- List and describe your key customers.
- Is your business reliant on a few primary customers?
- How have you diversified your customer base?

Tip: Include sales terms and the products or services you provide.

	Name	Address	Terms	Product/Service
1				
2				
3				
4				
Additional information				

Suppliers

What to include here:

- Do you rely on one or two primary suppliers?
- If you are dependent on a supplier to run your business successfully, identify it here.

Tip: If operating a web-based or virtual consulting service, you may want to include internet service providers and third-party web security providers.

	Name	Address	Terms	Product/Service
1				
2				
3				

4				
Additional information				

Advertising and promotion

What to include here:

- How you are reaching and selling to customers?
- What technology and staff resources do you have in place to support your advertising?

Your text here…

Pricing and distribution

What to include here:

- How do you price services or products?
- How do you deliver your product or service?
- Is there anything external that could affect or alter your pricing or delivery?

Your text here…

Customer service policy and warranties

What to include here:

- What kind of service or product guarantee does your company offer?
- Do you have a warranty?
- What happens if your services or goods aren't available when the client needs them?

Your text here…

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03.

Operating plan

Detail how and where you get your work done. Include equipment and technology required to serve your customers, anticipated financial requirements to maintain and operate your business, and external environmental regulations or laws that govern your business or industry.

Business location

What to include here:

- List your business's locations (stores, offices, production facilities)
- Include a short description of every location
- Hours of operations.
- Does the location affect your operations and sales?
- Do you own your property? Do you have a mortgage?
- Do you lease or rent? What are the terms?

Your text here…

Equipment

What to include here:

- What kind of equipment do you rely on to conduct business?
- Will you have to purchase new equipment or replace/upgrade existing equipment soon?
- Do you have the right equipment to respond to changes in the market?

Your text here…

Technology requirements and investment needs

What to include here:

- Do you need to purchase new technology to remain competitive and serve your customers?
- What is the anticipated cost of this new technology, including purchase, monitoring and maintenance?
- Tip: Part of maintenance costs may include data storage and security.

Your text here…

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Environmental compliance

What to include here:

- What type of permits, monitoring and inspections do you require to ensure your business complies with environmental regulations?
- Are you subject to hazardous waste compliance, pollution monitoring or packaging regulations?
- Identify regional, national and international regulations or laws that affect your operations.
- Are there any new regulations or laws in place or impending that could impact your business?

Your text here…

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04.

People

Identify key people within your organization, along with external advisors that you rely upon to conduct your business successfully.

Description of the management team

What to include here:

- Include name, title, short bio and itemized responsibilities of the management team.

Your text here…

Description of advisory team

What to include here:

- Do you have lawyers, accountants, financial advisors, trade /distribution consultants, or external sales representatives that you engage regularly to offer advice and support your business?

Your text here…

Key employees

What to include here:

- Are there non-managerial employees who are integral to the business?
- Can you think of an employee whose absence is greatly noticed?
- Is there an individual or team of people who must be consistently present in order to ensure smooth running of the business?

	Name or title	Key responsibilities	Qualifications
1			
2			
3			
4			
Additional information			

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05.

Action plan

Outline the goal of the project, resources required, (people and money), key milestones (including dates and **measurable** outcomes), and an end-date. Identify key individuals or teams responsible, external dependencies and risk management and contingencies, (Plan B).

Project objectives

What to include here:

- What is your goal and your target completion date?

Your text here…

Ressources required

What to include here:

- How much money will you require to complete the project?
- How much will you finance yourself?
- Will you require new equipment or real estate?
- Do you need to hire new people?

Your text here…

Action plan

	Action	Key milestone/metrics	Person resposible
1			
2			
3			
4			
Additional information			

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Risk assessment and contingencies

What to include here:

- Identify any internal or external events that could trigger an adjustment in your timetable.
- Do you have the right employees and leaders in place?
- Could there be delays in product development or delivery?
- Is there anything that could affect your cash flow?
- How will you monitor and mitigate these risks?
- What is your Plan B?

Your text here…

Business Plan

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