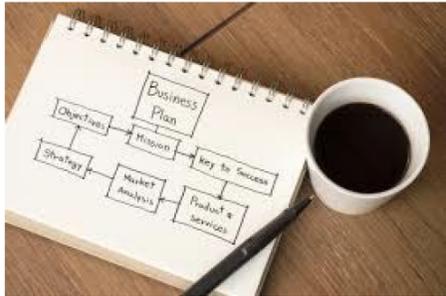


How To Write A Business Plan
Online Workshop
Tuesday, September 22, 7:00 pm

Temagami First Nation - Economic Development will be hosting a series of entrepreneurial workshops.



Our second online workshop. We will focus on the need and process of **writing a business plan**.

Business plans are like road maps; it's possible to travel without one, but it will only increase the likelihood of getting lost along the way.

Writing a business plan isn't about producing a document that accurately predicts the future of your company. **The process of writing your plan is what is important.** Writing your plan and reviewing it regularly gives you a better window into what you need to do to achieve your goals and be successful.



Temagami
First
Nation

Economic

Development



Temagami First Nation
Lands and Resources



A Business Plan

- This is our second online workshop. We will focus on the need and process of writing a business plan.
- Business plans are like road maps; it's possible to travel without one, but it will only increase the likelihood of getting lost along the way.
- Writing a business plan isn't about producing a document that completely predicts the exact future of your company. The process of writing your plan is what is important. Writing your plan and reviewing it regularly gives you a better window into what you need to do to achieve your goals and be successful.
- Business planning is about regularly setting goals, tracking your progress toward those goals, and making changes to your business as you learn more about your customers. It helps you to visualize where you want to go and what you need to do to get there.



Temagami First Nation
Lands and Resources

What IS a business plan?

A business plan is a written description of your business's future.

That's all there is to it--a document that describes what you plan to do and how you plan to do it.

If you jot down a paragraph on the back of an envelope describing your business strategy, you've written a plan, or at least the germ of a plan.



Temagami First Nation
Lands and Resources

What IS a business plan?

Business plans can help perform a number of tasks for those who write and read them. They're used by investment-seeking entrepreneurs to convey their vision to potential investors.

They may also be used by firms that are trying to simply to understand how to manage their companies better.

Or to see if their business idea makes sense.



Temagami First Nation
Lands and Resources

What IS a business plan?

So what's included in a business plan, and how do you put one together?

Simply stated, a business plan conveys your business goals, the strategies you'll use to meet them, potential problems that may confront your business and ways to solve them, the organizational structure of your business (including titles and responsibilities), and finally, the amount of money required to finance your venture and keep it going until it breaks even.



Temagami First Nation
Lands and Resources

Why are some so complicated?

Different Business plan models are for different purposes.

A craft soap company needs a business plan. A small landscaping company needs a business plan.

A multinational cement company needs a business plan.

But each of these ventures require different resources.



Temagami First Nation
Lands and Resources

Why are some so complicated?

A multinational cement company requires many employees. They also require considerable bank loans.

A business plan for a company like this would need to satisfy a bank or lending institution that the project is likely to succeed.

The entire structure of the company must be broken down, and predictions of sales, money going out of the company, and money coming into the company are used to convince the lender that they will get their money back.



Temagami First Nation
Lands and Resources

Why are some so complicated?

A small landscaping company requires maybe one employee. You. You may not need a loan for this type of venture.

A business plan for a company like this would need to satisfy yourself that the project is likely to succeed, that it is worth the time and resources you are putting into it.

The entire structure of the company must be broken down, and predictions of sales, money going out of the company, and money coming into the company are used to convince the owner, you, that their investment (time, money) is worthwhile.



Temagami First Nation
Lands and Resources

Writing a Business Plan

- This step is like making a script to your “movie”.
- It allows you to visualize the future, if you choose to create a business.
- It is like plans for making a dock, or an itinerary for a vacation.
- The biggest mistake people make with business plans is that they create them for someone else.
- For a bank. Or a grant application committee.
- The real target of a business plan is YOU. It allows you to see things from an objective perspective.
- How much WILL startup equipment cost? CAN you afford to hire people? WHERE do you expect the initial money to come from? HOW LONG will things take? IS there a market?
- These are questions you should have good answers for before you invest time and money into your business. Obviously, you won't be able to predict every situation that might arise, but you will at least have a PLAN than can be modified as things happen.



Temagami First Nation
Lands and Resources

Writing a Business Plan

Business plans seem daunting and unnecessary, but I promise you that you will be happy you made one.

The reason funding institutions ask for this is so that THEY TOO can understand how things will progress. Because your business will make sense. To them. To you. To everyone.

There is no “one way” to make a business plan.

I have sent my own “simplified” business plan to everyone.

I have also sent everyone the model Waubetek includes on their website, because it is a fairly standard model. And one BDO puts out, which is quite Complex.



Temagami First Nation
Lands and Resources

Writing a Business Plan

Simplified.

One (or Two) Page Business Plan



Temagami First Nation
Lands and Resources

Writing a Business Plan

My simplified layout is as follows:

1)

- **Problem Worth Solving**

- **This is a short summary of what you do and what need(s) you are fulfilling.**



Temagami First Nation
Lands and Resources

Writing a Business Plan

My simplified layout is as follows:

2)

- **Your Solution**
- **Describe how your business solves the problem(s) in the first box.**



Temagami First Nation
Lands and Resources

Writing a Business Plan

My simplified layout is as follows:

3)

- Target Market
- **Who are your customers? Try and be as specific as possible.**



Temagami First Nation
Lands and Resources

Writing a Business Plan

My simplified layout is as follows:

4)

- **The Competition**
- **How do customers solve their problem today?**
- **Are there alternatives?**



Temagami First Nation
Lands and Resources

Writing a Business Plan

My simplified layout is as follows:

5)

- Sales Channels
- **How will you sell your solution to your customers?**



Temagami First Nation
Lands and Resources

Writing a Business Plan

My simplified layout is as follows:

6)

- **Marketing Activities**
- **Describe your key marketing activities, how you will let people know you are in business.**



Temagami First Nation
Lands and Resources

Writing a Business Plan

My simplified layout is as follows:

7)

- Revenue
- Describe the key ways that you'll make money.



Temagami First Nation
Lands and Resources

Writing a Business Plan

My simplified layout is as follows:

8)

- **Expenses**
- **List your primary expenses.**
- **You don't need to go into a lot of detail with this plan model.**



Temagami First Nation
Lands and Resources

Writing a Business Plan

My simplified layout is as follows:

9)

- **Milestones**
- **These are the key achievements that you hope to accomplish. Be specific. Try to include a timeline.**



Temagami First Nation
Lands and Resources

Writing a Business Plan

My simplified layout is as follows:

10)

- Team and Roles
- Who is going to help you implement the plan?



Temagami First Nation
Lands and Resources

Writing a Business Plan

My simplified layout is as follows:

11)

- **Partners and Resources**
- **What else do you need to turn your plan into a business?**



Temagami First Nation
Lands and Resources

Writing a Business Plan

A far more complex plan

The Waubetek Model



Temagami First Nation
Lands and Resources

Writing a Business Plan

The Waubetek layout is as follows:

- **Table of Contents**
- **Executive Summary** – This is the business plan condensed into a couple of paragraphs, for quick reading.
- **Organization & Management** – Who owns what? Who is going to do what?
- **Operation Strategy** - a plan to make the best use of resources. It is a **plan** that details how a **business** will use its production resources, meaning people, products and skills, to meet its goals.
- **Human Resources/Labour Relations- employees you have? Number you will need?**
Do you need to hire people? Will they be full time or part time?
You count as one of these people.



Temagami First Nation
Lands and Resources

Writing a Business Plan

Market Analysis & Marketing Plan – highlight current/potential contracts

- i) Market Size & Growth
- ii) Product Line
- iii) Competition
- iv) Competitive Advantage vs Market Share
- v) Pricing Strategy
- vi) Promotion Strategy

In other words, who will use your business? Are there other businesses you are competing with? Why will people choose to use your business?



Temagami First Nation
Lands and Resources

Writing a Business Plan

Financial Plan

- i) Capital Requirements – detail all costs
 - ii) Financial Sources – detailing financing (client equity, loan and other)
 - iii) Pro Forma monthly cash flow statement for year 1
 - iv) Pro Forma income statements for three years
 - v) Pro Forma balance sheets for three years
- Pro Forma is a latin term meaning “For the sake of form” Simply put, it's a future or projected income statement. In your idea of how you see your business working, where is the money coming in? Where is it going?



Temagami First Nation
Lands and Resources

Writing a Business Plan

- **Financial Plan**

- When it comes to accounting, pro forma statements are financial reports for your business based on hypothetical scenarios. They're a way for you to test out situations you think may happen in the future.
- These statements can help you make a business plan, create a financial forecast, and even get funding from potential investors or lenders.



Temagami First Nation
Lands and Resources

Writing a Business Plan

Regulatory Consideration

- i) Local Regulations
- ii) Provincial Regulations
- iii) Federal Regulations (if applicable)
- iv) Environmental Assessment (Environmental Screening Form)

Are there rules about your business?



Temagami First Nation
Lands and Resources

Writing a Business Plan

Implementation Plan for Recommendations

- i) Immediate Action
- ii) Short Term Action
- iii) Long Term Action

What are the steps you want to take to get things going?



Temagami First Nation
Lands and Resources

CALL OR EMAIL ME

I work for you. If I don't have an answer for your questions right away, I will try to get one.

John Shymko
Economic Development Officer
Temagami First Nation

705 237 8943 – extension 203

ecdev@temagamifirstnation.ca



Temagami First Nation
Lands and Resources

Thank you



Temagami First Nation
Lands and Resources

Temagami First Nation, General Delivery, Bear Island, P0H 1C0, 705-237-8943