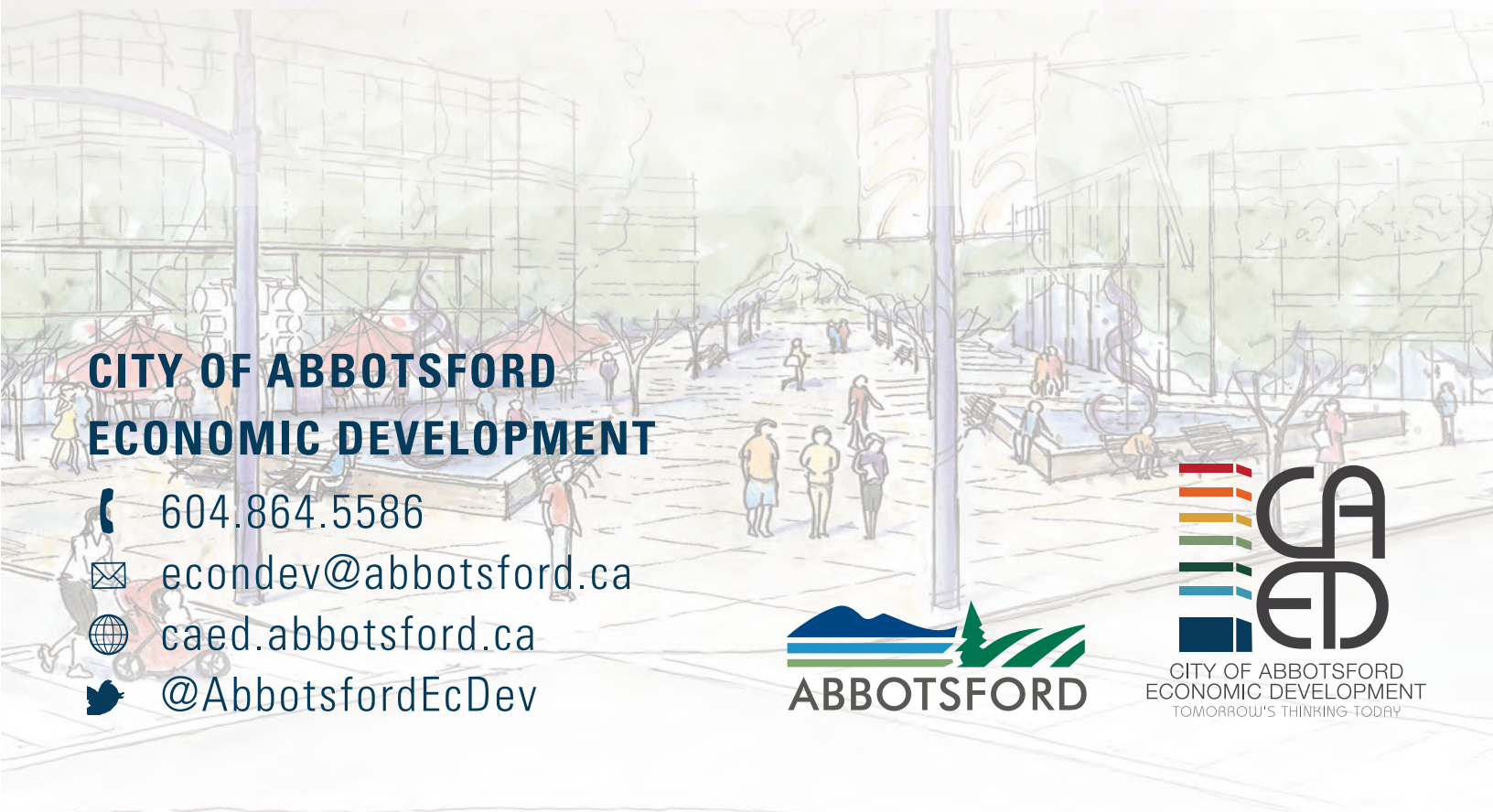




BUSINESS PLANNING GUIDE

Tomorrows Thinking Today



**CITY OF ABBOTSFORD
ECONOMIC DEVELOPMENT**



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Step by Step Components of your Business Plan

1. EXECUTIVE SUMMARY

The executive summary should include the key components of your business plan including: who your target market(s) are, financial forecasting, and key milestones.

Tip: Complete this section once you've completed the full plan.

2. UNIQUE SELLING POINTS

Identify the opportunities

What is the competitive advantage of the product or service and your vision for the business? Need help? See our **Marketing Toolkit**.

3. MARKET RESEARCH

Who are your customers? Who is your competition?
What are current/future trends that could affect your business?

Need help? Refer to links:

- **Building Blocks Marketing Toolkit**
- Small Business BC Market Research Checklist: abbotsford.ca/sbbcchecklist
- Canada Business Network Market Research and Statistics: abbotsford.ca/marketresearch

4. SALES STRATEGY

How do you plan to reach your target market and sell to them?

Need help? Refer to:

- Business Development Canada - Effective sales techniques: abbotsford.ca/bdc.salestechniques

5. FINANCIAL FORCAST

Develop a budget forecast. Compile cashflow statements, profit and loss forecasts, sales forecast

Need help? Refer to:

- Canada Business Budget Forecasting Explanation: abbotsford.ca/budgetingforecasting
- BDC How to forecast new product sales: abbotsford.ca/productsforecasting

6. DEFINE YOUR TEAM

Each member of your team is a vital element to the success of your business. Hammer home the point that not only do you know what you're doing and where you're headed, but you've got the right mix of skills and personality to achieve it.

Include their biographies, an organizational chart and job description of the key team players.

7. IMPLEMENTATION PLAN

What does your plan of action look like? List your estimated completion dates and milestones along with your targeted outcomes for each aspect of your business plan.

Need help? Contact us!

- **City of Abbotsford Economic Development: econdev@abbotsford.ca**

Business Overview

Legal Name: _____

Trading Name: _____

Business address: _____

Phone: _____

E-mail: _____

Social Media Handles: _____

Description of the Business:

Major demographic (economic, social and cultural factors):

Major Players (suppliers, distributors, clients):

Nature of the Industry:

Trends in the Industry:

Government Regulation:



1. Executive Summary

Objective:

Business History:

Product and Services:

Project Financing:

Management:

Risk Assessment and Contingency Plan”:

Financial Institution:

Supporting Documents:



2. Unique Selling Points

What is your Value Proposition?

What is the competitive advantage of the product or service and your vision for the business?



3. Market Research

Who are your customers? Who is your competition?

What is your value proposition?

Refer to our **Marketing Toolkit to build your brand!**

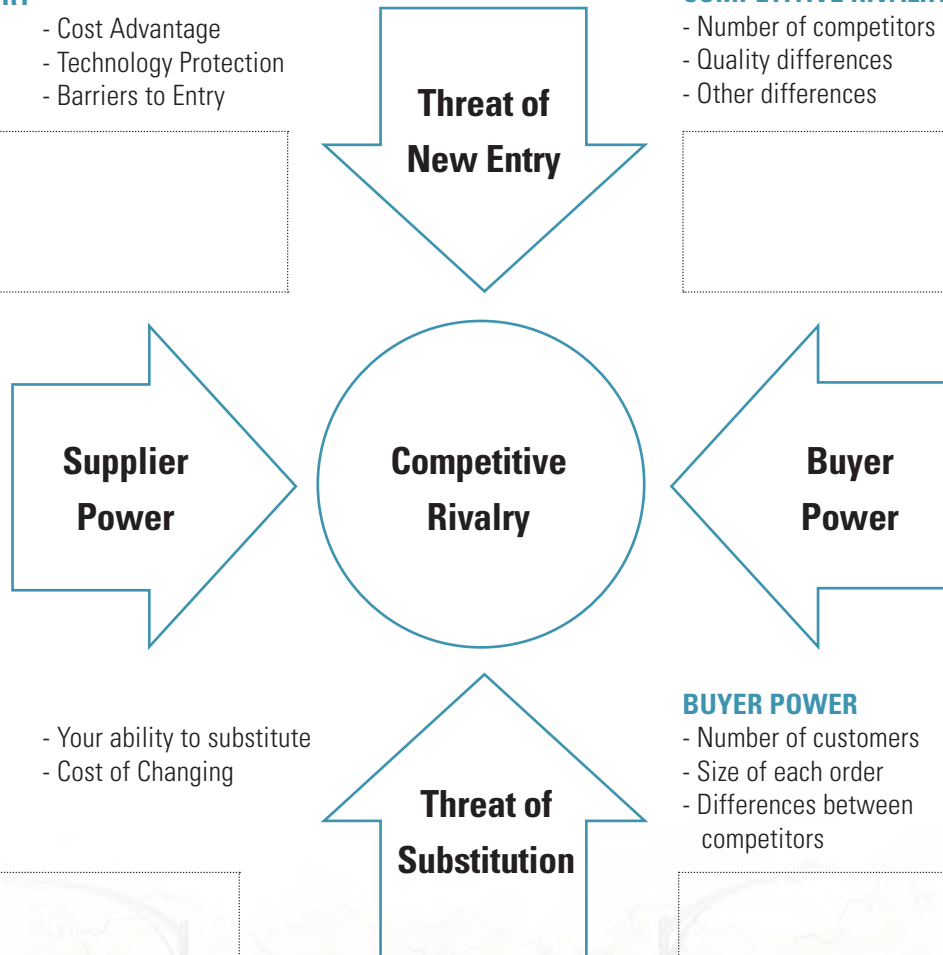
- Marketing Guidebook
- Marketing Toolkit

THREAT OF NEW ENTRY

- Time and cost of entry
- Specialist knowledge
- Economies of scale
- Cost Advantage
- Technology Protection
- Barriers to Entry

COMPETITIVE RIVALRY

- Number of competitors
- Quality differences
- Other differences
- Switching costs
- Customer loyalty



SUPPLIER POWER

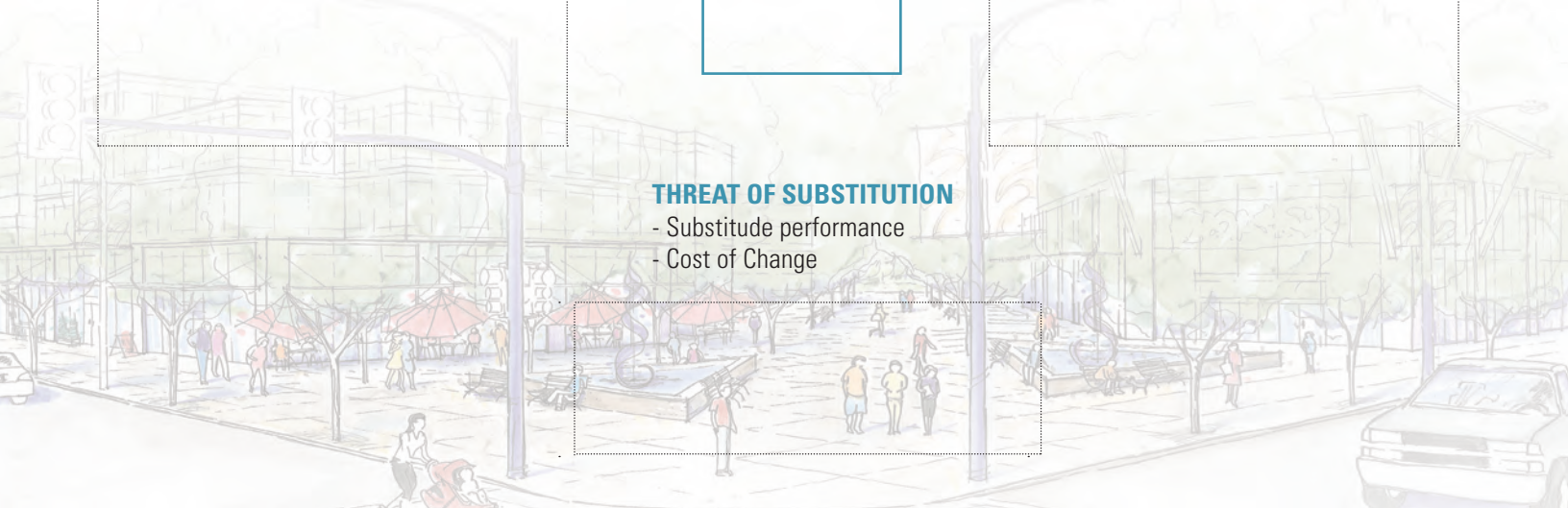
- Number of suppliers
- Size of suppliers
- Uniqueness of service
- Your ability to substitute
- Cost of Changing

BUYER POWER

- Number of customers
- Size of each order
- Differences between competitors
- Price sensitivity
- Availability to substitute
- Cost of changing

THREAT OF SUBSTITUTION

- Substitute performance
- Cost of Change



4. Sales Strategy

Implement a plan to increase sales and revenue

Public relations and media relations – how are you going to spread the word about your business?

Pricing – what factors will determine the payment you will receive in exchange for your product/service?

COST		COMPETITION	CUSTOMERS
Fixed (rent, utilities, insurance):	Variable (labour costs, raw materials frights):	Same price:	What are your price considerations?
		Higher price:	
		Lower price:	

*Pricing – *Breakeven price = fixed cost + operating cost = total cost of your product*

Measure Performance and set targets – What quantifiable Key Performance Indicators (KPI's) are relevant to your business' performance?

You might consider measuring:

- the proportion of sales accounted for by returning customers
- the number of customer complaints received
- the number of items returned to you
- the time it takes to fulfil an order

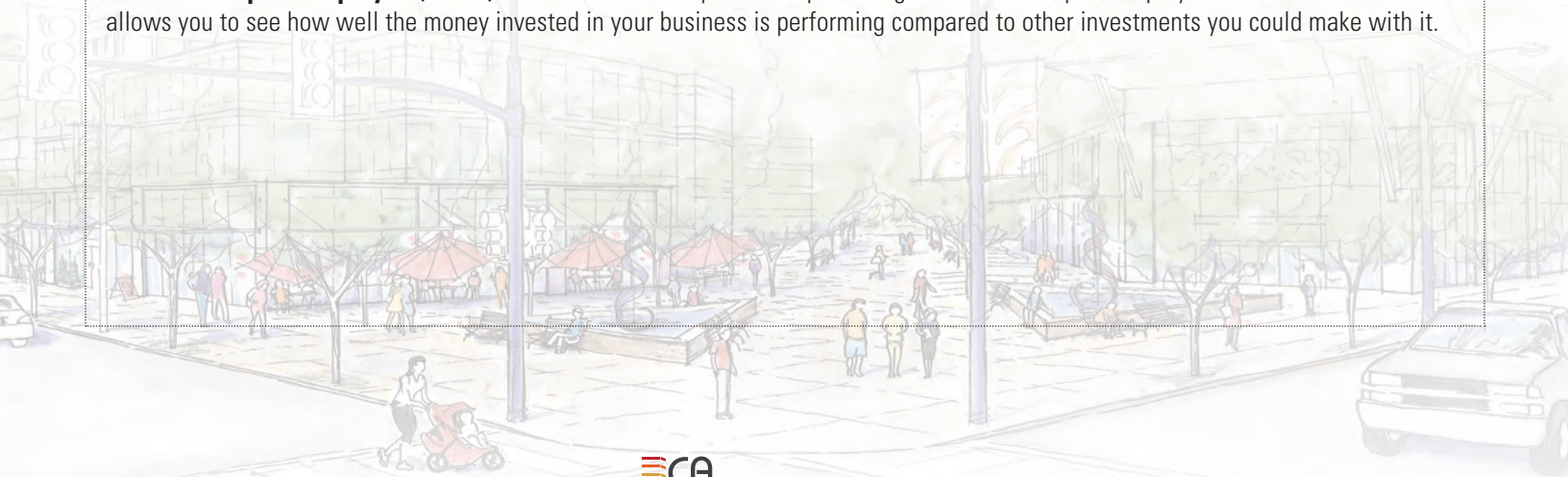
Financial Performance?

Gross Profit Margin: How much are you making after direct costs of sales have been accounted for?

Operating Margin: Earnings before interest and taxes

Net profit margin: This is a much narrower measure of profits, as it takes all costs into account, not just direct ones. So all over-heads, as well as interest and tax payments, are included in the profit calculation

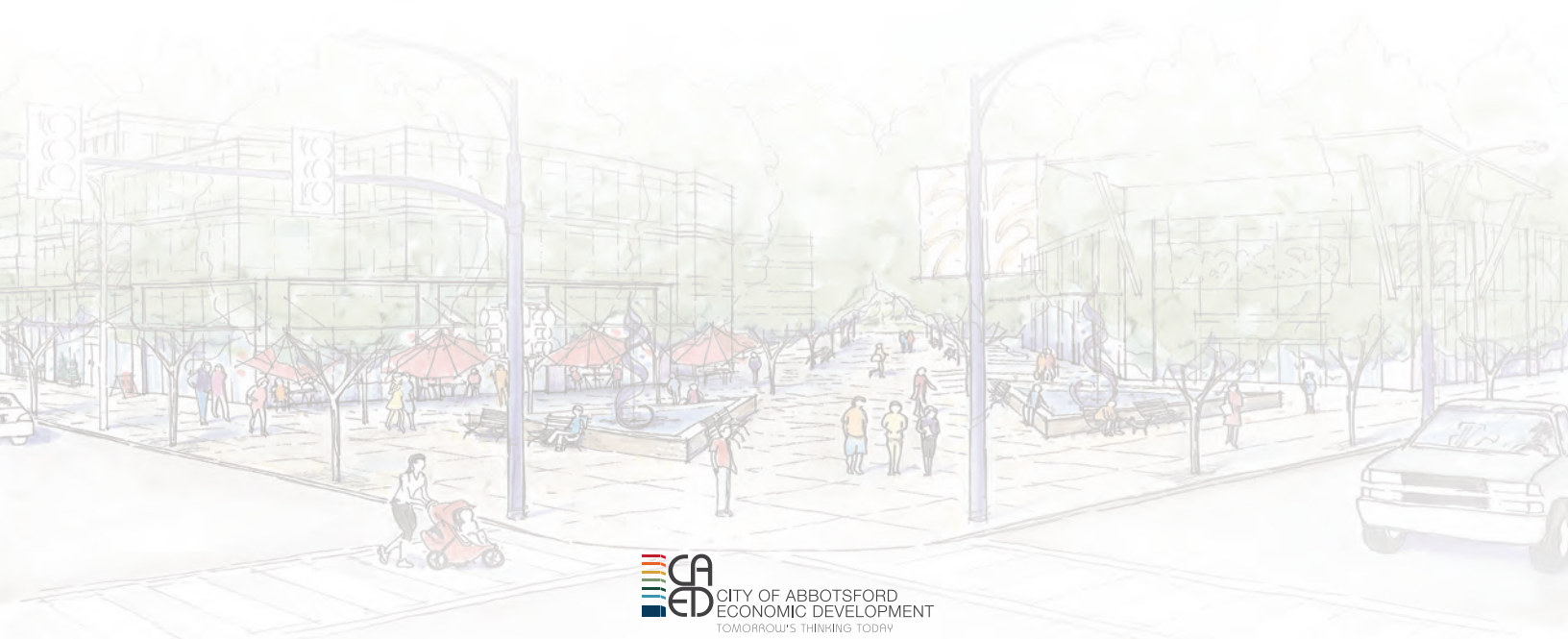
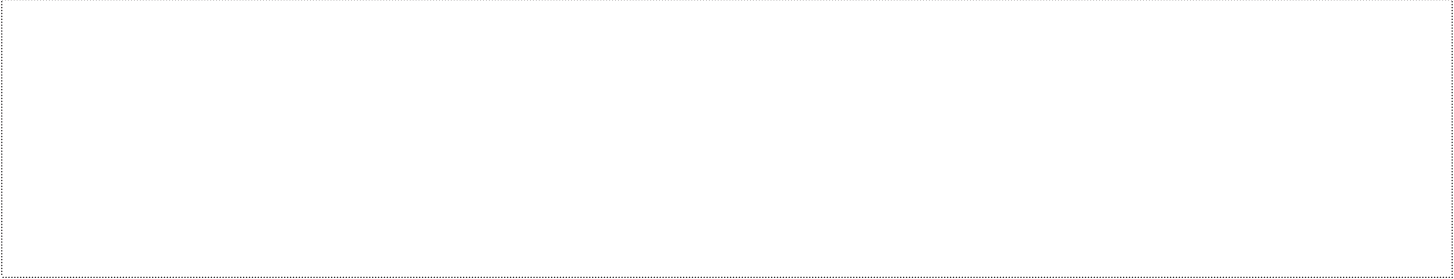
Return on capital employed (ROCE): This calculates net profit as a percentage of the total capital employed in a business. This allows you to see how well the money invested in your business is performing compared to other investments you could make with it.



5. Financial Planning

Develop a budget forecast. Compile cash flow statements, profit and loss forecasts, sales forecast.

Cash flow forecasting – Please refer to the [BDC Financial Planning excel template here.](#)



6. Human Resource Planning

Key Employees

Name or Title of Position	Key Responsibilities	Qualifications

Policies and Procedures

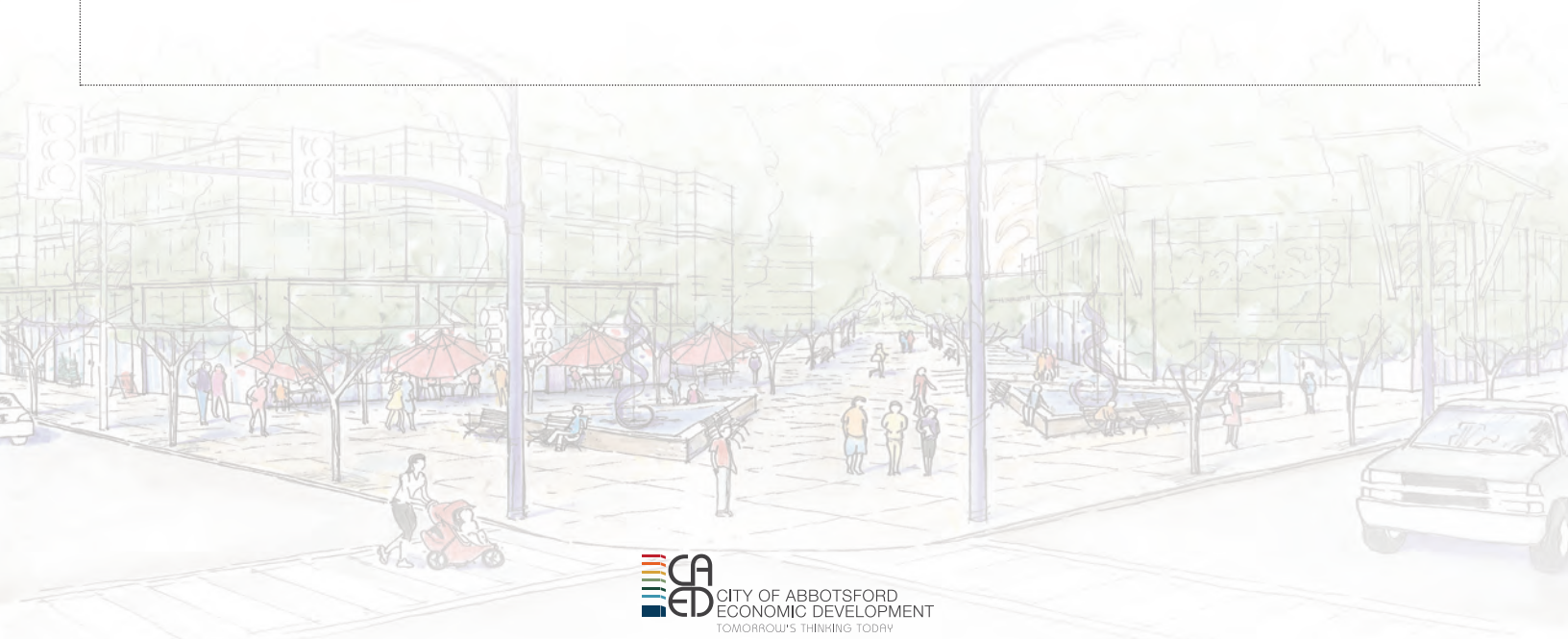
Hours of Operation

Numbers of Employees

Vacation Program

Performance Assessment

Skills Development Training Program(s) – Refer to the Canada BC Jobs Grant for funding opportunities for skills training



7. Implementation Plan

List your estimated completion dates and milestones along with your targeted outcomes for each aspect of your business plan.

Action	Tasked to	Complete by

Need help? Contact Us!

<https://caed.abbotsford.ca/contact/>

Contact Us

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