

## BUSINESS PLAN

for submission to Louis Riel Capital Corporation



### DISCLAIMER

The material is provided for information purposes only. It does not represent complete business planning, legal, accounting and other business advice. It is recommended that appropriate business planning, legal, accounting, and other business advice be sought out from appropriate professionals. The corporation's involvement in the production of this document does not assume any responsibility or liability for any damage, loss, or error resulting from following this guide.

In completing and submitting this document to Louis Riel Capital Corporation (the corporation), the applicant(s) recognizes, acknowledges, and authorizes the corporation to use and share the information contained herein with pertinent financial partners and other government agencies as required to render technical and financial assistance.

Full applicant legal name \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

### 1. BUSINESS OVERVIEW

Business name: \_\_\_\_\_

Date Name was registered: \_\_\_\_\_ Business location: \_\_\_\_\_

Expected start-up date \_\_\_\_\_ Funds Required by \_\_\_\_\_

How is/will your business be structured: \_\_\_\_\_ Percentage of Metis Ownership: \_\_\_\_\_

Please provide background information on yourself and skills related to the business or involvement in the business:

How will this funding help support your business?

**2. PROJECT SUMMARY**

Briefly describe the business concept, the goals for the business, and what the business will do.

The following is a summary of the start-up costs and financing requirements for the business plan project:

START-UP COSTS AND USE OF FUNDS		FINANCING AND SOURCE OF FUNDS	
Operating costs	\$	Client Equity	\$
Marketing costs			
Business support costs		Bank or Credit Union Loan	
Land & building			
Equipment & machinery		Louis Riel Capital Corporation	
Office Equipment			
Renovations			
TOTAL	\$	TOTAL	\$

**3. INDUSTRY OVERVIEW AND TRENDS:**

What is happening in your industry? Or in the market you are selling in, that could impact your business?

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### **4. COMPETITION ANALYSIS**

Who are your direct competition?

Where are they located?

What are their strengths and weaknesses?

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What is your competitive advantage and differentiator?

### **5. MARKET ANALYSIS** *(please attach separate sheet if insufficient space)*

Describe your customers/target area:

What is the size of your target market?

Any foreseeable changes to your target market?

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### **6. MARKETING PLAN**

How will you be reaching & selling to customers?

What technology & store resources do you have in place to supply your advertising?

Sales Projections...*what information was used in arriving at the estimates?*

### **7. OPERATION OVERVIEW**

Business Location & Hours of Operations: \_\_\_\_\_

Management(s) Experience/Job Description:

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Number of Employees? Job Descriptions of each:

Pricing: How do you set your services/products? Anything external pressures that can affect pricing?

Suppliers: Who are your major suppliers?

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### 8. BOOKKEEPING/ACCOUNTING:

Who will be responsible for your bookkeeping/annual/quarterly filings etc.

Environmental and licensing considerations.... *negative effects on health, environment, safety, etc...will regulations require licensing? Etc.*

### 9. FINANCIAL PROJECTIONS: NOTES AND ASSUMPTIONS

Briefly describe how financial projections were determined, why are income and expense items subject to variations, articulate reason for growth in projected sales and potential risks for decline in sales.

How was revenue determined? (i.e. sell "x" amount of products/services each month)

<b>BUSINESS NAME:</b>			
<b>INCOME STATEMENT – SUMMARY</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	
	\$	\$	TOTAL
<b>SALES</b>			
Sales			
Other income			
<b>TOTAL SALES</b>			
<b>COST OF GOODS SOLD</b>			
Materials			
Labour			
Overhead			
Other			
<b>TOTAL COST OF GOODS SOLD</b>			
<b>GROSS PROFIT</b>			
<b>OPERATING EXPENSES</b>			
Salaries and wages			
Employee benefits			
Rent			
Utilities			
Repairs and maintenance			
Licenses & insurance			
Auto & truck expenses			
Phones, Internet			
Office expenses			
Advertising			
Marketing/promotion			
Professional fees			
Training and development			
Bank charges			
Other expenses			
<b>TOTAL OPERATING EXPENSES</b>			
<b>OPERATING INCOME</b>			
Interest income (expense)			
Other income (expense)			
<b>TOTAL</b>			
Income Taxes			
<b>NET INCOME (LOSS)</b>			
<b>CUMULATIVE NET INCOME (LOSS)</b>			