

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 advise. 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	Fax	E-mail		
1. BUSINESS PROFILE				
Business name			Date name registered	
Business location		_ Expected start-up date	Form of ownership	
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 FUND	S	FINANCING AND SOURCE OF FUNDS						
Operating costs	\$	Self – Cash	\$					
Marketing costs		Self – Equity						
Business support costs		Bank or Credit Union Loan						
Land & building		Other lender						
Equipment & machinery		LRCC Business Equity Contribution						
Office Equipment								
Renovations		Louis Riel Capital Corporation						
TOTAL	\$	TOTAL	\$					



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3. MARKETING PLAN: ADVERTISING

ACTIVITY	YEAR 1 (COST)	YEAR 2 (COST)
Newspaper ads		
MTS yellow pages		
Flyers		
Business cards		
Internet, Website		
Radio ads		
Presentations		
Other		
TOTAL		

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4. MARKET ANALYSIS (please attach separate sheet if insufficient space)

Community profile.... population, location, economic outlook, etc.



Customer profile who are they, where are they located, characteristics, etc
The competition who, where, direct or indirect threat, etc.
5. MARKETING PLAN Services offered or goods solddescribe briefly what is offered, why preferred, etc.
Services offered of goods solddescribe briefly what is offered, why preferred, etc.

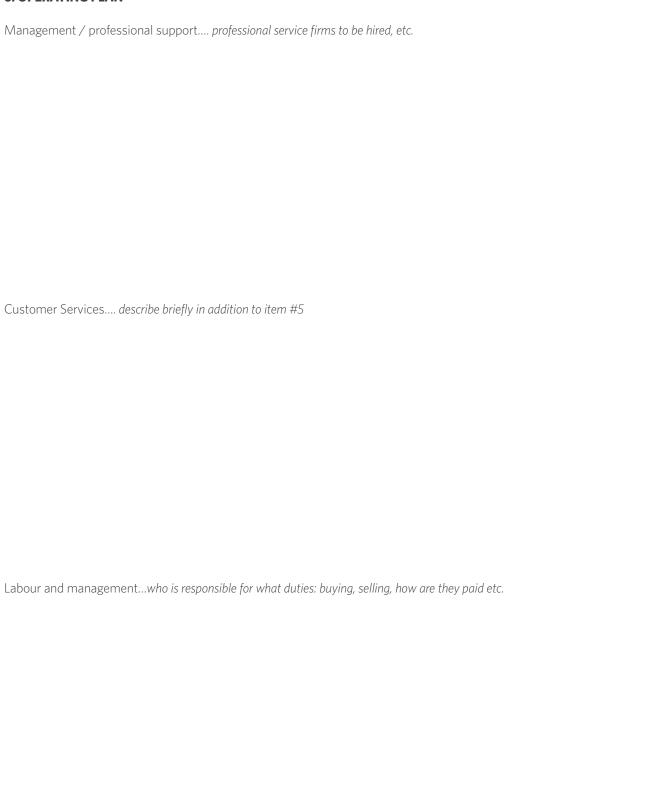


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Pricing Strategy per hour, per unit, per job, etc. and how is price set?
Sales Projectionswhat information was used in arriving at the estimates?
Promotion and advertisingdescribe in addition to the table in item #3



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6. OPERATING PLAN



Louis Riel

BUSINESS PLAN







BUSINESS PLAN
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Operating Expenses (detailed)
Loan repaymentsterms, periods, rates of interest, etc. used in calculations.
Owner's drawings or management salaries





Depreciation/amortization
Income taxes
Cash flow analysis, explain how any cash flow deficiencies will be covered.
Other notes and assumptions

BUSINESS NAME INCOME STATEMENT - SUMMARY	YE.	\P1	YEAR 2						
THEOME STATEMENT - SUMMANT	\$	%	\$	%					
SALES	·								
Sales									
Other income									
TOTAL SALES									
LESS COST OF GOODS SOLD									
Materials									
Labour									
Overhead									
Other									
COST OF GOODS SOLD									
GROSS PROFIT									
OPERATING EXPENSES									
Salaries and wages									
Employee benefits									
Rent									
Utilities									
Repairs and maintenance									
Licenses & insurance									
Auto & truck expenses									
Phones, fax, internet									
Office expenses									
Advertising									
Marketing/promotion									
Professional fees									
Training and development									
Bank charges									
Overdraft interest									
Loan Interest									
Other expenses									
Depreciation									
TOTAL OPERATING EXPENSES									
OPERATING INCOME									
Interest income (expense)									
Other income (expense)									
TOTAL									
INCOME (LOSS) BEFORE TAXES									
Income Taxes									
NET INCOME (LOSS)									
CUMULATIVE NET INCOME (LOSS)									

BUSINESS CASH FLOW FORECAST - 1	2 MONTH	s												
MONTH:	PRE- START	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
CASH RECEIPTS														
Collections from sales														
Owner's investment														
Proposed loan proceeds														
Other Loans														
Other														
TOTAL CASH RECEIPTS														
CASH PAYMENTS														
Purchases/cost of goods														
Salaries and wages														
Employee benefits														
Rent														
Utilities														
Repairs and maintenance														
Licenses & insurance														
Auto & truck expenses														
Phones, fax, internet														
Office expenses														
Advertising														
Marketing & promotion														
Accounting and legal fees														
Training and development														
Bank charges														
Overdraft interest														
Other														
SUBTOTAL														
Owner's drawings														
Management salaries														
Proposed Loan payment														
Income Tax payments														
Asset purchases														
TOTAL CASH PAYMENTS														
SURPLUS/DEFICIT (-)			·			'		·						
STARTING CASH BALANCE														
CLOSING CASH BALANCE (LOSS)														