**FCC Business Plan Template**

**Instructions**

* Please add your information after working through each section of the guide.
* In some sections, you’ll be asked to forecast sales, markets or earnings. Work with your advisors to come up with real possibilities for the future.
* Don’t forget to include supporting documents, such as financial records.
* Write simply and concisely. Consider using bullets instead of paragraphs and avoid repetition if possible.
* Your business plan is a living document – review it regularly and adjust it to reflect changing conditions.
* Not every section may be relevant to your business – enter N/A in the areas that are not applicable.
* Delete notes and instructions once your business plan is complete and ready to send.

<cover page>

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<insert business logo>

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<insert business name>

**Business Plan**

MM-DD-YYYY

**Contact**

First name, last name

(XXX-XXX-XXXX)

Email address

URL

Address

<address line>

<province>

<postal code>

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1. *Executive summary*

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The executive summary is an overview of your entire business plan document.

Include a couple of sentences of the main points from the sections in this document as they apply to your specific situation.

Even though the executive summary is the first section people will see, write it last. Copy and paste the main points from each section below to create it.

**Project/business description**  
Your text here…

**Project/business opportunity**  
Your text here…

**Timeline and revenue targets**Your text here…

**Products/services we currently offer**Your text here…

**Current sales levels**Your text here…

**Financial position and projection**  
Your text here…

**Key people and experience**  
Your text here…

**SWOT analysis**Your text here…

1. *Goals and objectives*

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This section will explain what you want to accomplish with your business plan, why you’re creating one and how it will change your business. This is also where you’ll include strategic and financial objectives.

**Nature of the project**Your text here…

**Purpose: mission, vision and values**Your text here…

**Business goals for the next 3 years**Your text here…

**Strategic objectives**

A business strategy uses knowledge to achieve several objectives of satisfactory financial returns at acceptable levels of risk while working towards the overall goal.

Your text here…

**Financial objectives**

Ensure your business has the financial capacity to be viable yet still deal with irregular prices, costs and other factors. Lay out your financial plan, activities and goals.

Your text here…

1. *Business background and history*

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This section is all about your business’s history. Answer the following questions:

**Location and years in operation**Your text here…

**Business achievements**Your text here…

**Positioning/Category/Channel**  
*Your text here…*

**Major initiatives**Your text here…

**Key Products/Solutions**Your text here…

**Changes that could impact the operation**Your text here…

1. Ownership, management and human resources (HR)

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This section is relevant to your business plan even if you don't have employees. It’s important to address your labour needs – it could be a list of training needs, roles, job descriptions or an organizational chart.

**Current ownership and management structure**  
Your text here…

**Main business advisors and executives**  
Your text here…

**Key people, qualifications and current responsibilities**  
Your text here…

**Management reporting structure**Your text here…

**Labour policy (if applicable)**Your text here…

**Business succession plan**   
Your text here…

1. Products, services and target market

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**Products or services offered**

Your text here…

**Target category – customer/consumer**

Your text here…

**Competitors/competitive advantage**Your text here…

**Pricing strategy**

Your text here…

1. Value chain development

*A value chain is the steps your product(s) undergo from production to consumption. While this section is especially important in new product development, existing products entering new markets should still consider the value chain when determining the viability of scaling production to meet the projected demand of the new market.*

**Materials and ingredients**

*Your text here…*

**Processing**

*Your text here…*

**Storage**

*Your text here…*

**Distribution**

*Your text here…*

1. New and existing product costs

*Product costs are typically variable (i.e., costs that fluctuate with sales increases or decreases) directly related to your products and the sale of product units.*

**Product cost analysis**

*Your text here…*

**Start-up costs**

*Your text here…*

**Ongoing fixed costs**

*Your text here…*

1. Sales and marketing

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Describe your marketing plan, distribution channels and the potential size of your market. Include popular market trends, customer profiles and the steps for attracting and retaining customers (if applicable).

**Key customers, consumers and suppliers**Your text here…

**Marketing and promotional plan**Your text here…

**Trade and marketing spend**  
*Your text here*

**Customer and customer attraction and retention**Your text here…

**Key competitors**Your text here…

**Marketing strategy**  
*Your text here…*

**Partners**Your text here…

**Sales process**Your text here…

1. SWOT analysis

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SWOT stands for Strengths, Weaknesses, Opportunities and Threats. A SWOT analysis is a common and effective tool businesses can use to determine these crucial business elements, assess the current business environment and use the results to plan.

Summarize your company’s achievements and plans for growth. Describe any company strengths and weaknesses, opportunities and significant changes that could impact operations.

**Strengths**Your text here…

**Weaknesses**Your text here…

**Opportunities**Your text here…

**Threats**Your text here…

1. Industry analysis

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**State of the industry or market**

Your text here…

**Primary competitors**

Your text here…

**Product differentiator**Your text here…

1. Risk identification and evaluation

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**Biggest risks**Your text here…

**Tools to manage risks**Your text here…

**Contingency plans**Your text here…

**Exit strategy**Your text here…

1. Financial position and projections

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For existing businesses: include financial statements from the past 3-5 years, a current net worth and a monthly cash flow forecast covering at least 12 months.

*For start-ups: include a projected financial statement for the first three years of operation with rationale (e.g., projected number of units sold and price points), a current net worth and a monthly cash flow forecast covering at least 24 months. Detail any investors in the business or other financial supporters.*

*It’s important to communicate the assumptions made on cost and returns and the ability to plan different scenarios into your projections.*

**Financial plan and statements**

**Assumptions**  
Your text here…

**Financial ratios**Your text here…

**Cash flow forecast**Your text here…

**Expenses**Your text here…

**Debt**Your text here…

**Assets/liabilities**Your text here…

**Sales projections**Your text here…

**Other sources of revenue**

Your text here…

**Income statement**Your text here…

**Financial needs**

**How financing will be used**  
Your text here…

**Net worth**Your text here…

**Security/reliability of revenue**Your text here…