# Innovation PEI - Accelerating Economic Development

# Business plan template for entrepreneurs

### Instructions

1. The template is provided as a reference only. Some sections may not be relevant to your business.
2. Prompts to help you are provided in red. Not all prompts need to be answered, just those that are relevant to your business.
3. Delete this page as well as the instructions provided in red in every section before finalizing your business plan.
4. You must ensure that your text is easy to understand without the red text as a guide.
5. Write simply and concisely. Consider using bullets instead of paragraphs.
6. Your business plan is not a static document. You will need to review and adjust it on a regular basis.

Company Name

Business plan

### Prepared

YYYY-MM-DD

### Contact Information

Name

(###) ###-####

Email address

Address

1. Business overview

## Business description

#### What you can include here:

* Begin with a summary of your business concept.
* Where is your location and why did you choose it?
* What type of business is it and what are the main sources of revenue?
* What solutions do you provide to your customers?
* Where do you fit within the industry or market?
* What are your short- and long-term goals for the business?

Your text here…

## Key people

#### What you can include here:

* Include name, title, short biography, and itemized responsibilities of the management team.
* Do you have lawyers, accountants, financial advisors, consultants, associations, or other advisors that you engage for advice?
* Are there non-managerial employees who are integral to the business?

Your text here…

2. Sales and marketing

## Products and services

#### What you can include here:

* What products or services will you sell?
* What is unique or special about your product or service?
* Describe your processes (manufacturing and retailing products, or developing and delivering services)?
* Are there any copyright or patent issues that may impact your business?

Your text here…

## Target market

#### What you can include here:

* Who is your target market?
* How large is your target market?
* What information did you use to estimate the size of your target market?
* What percentage of your target market could become your customer?

Your text here…

## The competition

### Top Three Competitors Analysis

|  |  |  |  |
| --- | --- | --- | --- |
|  | Competitor 1 | Competitor 2 | Competitor 3 |
| Location | *Example: College Cafe, physical location at 32 Sprucetree Boulevard, online at collegecafe.ca, social media @collegecafe* |  |  |
| Length of time in business | *3 years* |  |  |
| Target market | *College students and staff, visitors to the college, and local businesspeople* |  |  |
| Unique selling points, competitive differentiators | *They are the closest coffee shop to the college* |  |  |
| Strengths, weaknesses | *Strengths: proximity to market, brand equity, affordable products*  *Weaknesses: dated storefront, uncomfortable seats, long lines, moderate product quality* |  |  |

## Competitive advantage

#### What you can include here:

#### What is your unique value proposition? In one sentence, explain what you do differently than any competitor.

**Example:**

* For (target customer) who (statement of need or opportunity), our (product/service name) is the (product/service category) that (statement of benefit).
* For college students and staff who want to study, meet friends, and enjoy coffee, College Cafe is the coffee shop that has the most comfortable seating area and the highest quality coffee.

Your text here…

## Advertising and promotion

**What you can include here:**

* How will you market your products/services?
* How much will it cost to market your products/services?
* Who is responsible for what (website, social media, email, paid advertisements, public relations, customer loyalty, etc)?
* How will you determine if your marketing is successful?

Your text here…

3. Operating plan

## Licensing and regulations

#### To learn more about the relevant regulations, and what licenses, permits, or inspections are required for your business, visit <https://services.bizpal-perle.ca/?b=11&lang=en>. If you require more support in understanding provincial and federal measures, contact the Business Navigator at <https://www.princeedwardisland.ca/en/information/economic-development-innovation-and-trade/business-navigator>.

#### What you can include here:

* Are there regulations or laws affecting your product, service, business, or industry? What are they?
* Have you seen anything highlighted in the news relevant to your business?
* Do you work in an industry that’s highly regulated?

Your text here…

## Environmental compliance

#### What you can include here:

* What type of permits, inspections, and monitoring are required to comply with environmental regulations?
* Are you subject to hazardous waste compliance, pollution monitoring or packaging regulations?
* Are there any regional, national, and international regulations or laws that could impact your operations?
* Are there any new regulations or laws in place or impending that could impact your business?

Your text here…

## Business location

#### What you can include here:

* List and describe your business’s locations (stores, offices, production facilities)?
* Does the location affect your operations and sales?
* Do you own your property? Do you have a mortgage?
* Do you lease or rent? What are the terms?

Your text here…

## Equipment

#### What you can include here:

* What kind of equipment do you rely on to conduct business?
* Will you have to purchase new equipment or replace/upgrade existing equipment soon?
* Do you have the right equipment to respond to changes in the market?

Your text here…

## Suppliers

#### What you can include here:

* Do you rely on one or two primary suppliers?
* If you are dependent on a supplier to run your business successfully, identify it here.
* Reminder: If operating a web-based or virtual consulting service, you may want to include internet service providers and third-party web security providers.

Your text here…

## Human resource plan

#### If you want to learn more about human resources guidelines, trends, and news on Prince Edward Island, visit https://www.peihrtoolkit.ca/.

#### What you can include here:

* Are there any current employees who are integral to the business?
* Are there any responsibilities that are unassigned?
* Do you need to hire new people today? If yes, why?
* Do you plan to hire more people as this business grows? If yes, when?

Your text here…

## Pricing and distribution

#### What you can include here:

* How will you price your services or products?
* How do you justify your pricing compared to the market?
* What is your gross margin (in percentage terms) of your products/services?
* How do you distribute your products/services?
* What are your terms of payment and credit policies?

Your text here…

## Financial needs

#### It is essential to know your business's financial needs, so consider these prompts below. If you plan to seek funding from lenders or investors, you will require financial projections. To access our financial projections template, visit <https://innovationpei.com/business-resources/>.

#### What you can include here:

* How much money will you require to start your business?
* How much money will you require for initial operations until the business is profitable?
* Do you have any in-kind goods/services? What is its value?
* How much will you personally invest in your business?
* Will you require external financing? How much?

Your text here…

**Startup costs:**

|  |  |  |
| --- | --- | --- |
| NAME OF ITEM(S) | Value of items in-kind | cost of items to buy |
| Computer, printer, tablet, etc. |  |  |
| Smart phone |  |  |
| Software, apps |  |  |
| Tools |  |  |
| Equipment |  |  |
| Fixtures |  |  |
| Leasehold improvements |  |  |
| Inventory |  |  |
| Business registration, licensing |  |  |
| Marketing, promotion |  |  |
| Other (as required) |  |  |

4. Contingencies

## Risk assessment and mitigation

#### What you can include here:

* What internal or external events could trigger an adjustment in your timeline?
* Could there be delays in product/service development or delivery?
* Is there anything that could affect your cash flow?
* How will you monitor and mitigate these risks?

Your text here…