



INDIGENOUS WOMEN ENTREPRENEURS
MICRO-LOAN FUND

PROGRAM GUIDELINES
BUSINESS PLANNING GUIDE

June 2022

INTRODUCTION

A business plan brings together all of your thoughts and research into how you plan to operate and manage your business. It should be written to explain to someone who knows nothing about you or your idea. The business plan will assist you to think of areas in running your business you may not have thought through. It is a good planning document, and it will detail to any investors/lenders why you think your business will be a success. There are many resources on-line to assist with the completion of your business plan.

EXECUTIVE SUMMARY

Although this is the first page of the Business Plan it is the last page to be completed. It should be short and describes your business or business idea; the highlights of the business plan, including a short summary of the financial projections; and a summary of how it is to be financed.

Executive Summary: describe the highlights of your business and a summary of your proposal.

Business Information:

Business name:		Business legal name:	
Type of Business ownership: Sole proprietorship (owned just by you) Partnership (owned by you and a partner) Incorporation (limited company separate from you)		Business owner(s): state names & ownership %'s Owner 1: % Owner 2: % Owner 3: %	
Business address:		Business phone number: Business fax number:	
Business e-mail address: Business website address:		Contact person:	

Background: Where did your business idea come from, why do you think your business will succeed, provide an overview of the industry in which your business will compete?

Management: provide a description of the proposed management team including names, titles, duties, experience, and qualifications of each. Who will keep financial records for the business?

Market Analysis: provide a detailed description of the products and services you will offer in what geographic area, and who your customers are for each product and service you are offering. Why do you think there is a market demand for these products?

Competition: Identify the major competitors in your market area and your competitive strengths.

Pricing: Outline what your pricing structure will be and how it was arrived at?

Marketing Strategy: how do you propose to market your products and services to your proposed customers using what mediums? What will be your marketing budget?

Operations Plan: describe your proposed operations: location, hours of operation, suppliers, equipment, inventory, parking, number of employees, production processes, bookkeeping, etc.

Licenses and Permits	
Business License - Do you have your current license from the local government?	
Name Search/Registration – Unless your business is a sole proprietorship operating under your own name you must register the business name. Have you completed a name search and registered your business name?	
GST-If you expect revenues of \$30,000 or more it is required, otherwise it is voluntary. Have you applied for a GST number?	
Revenue Canada – If you have employees, you will require an Employer Registration Number. Have you applied for the Employer Registration Number?	
WCB – If you have employees working for you, you will require to apply for a Worker’s Compensation Board Assessment Number. Have you applied for the WCB Assessment Number?	
Zoning – What zoning regulations apply to your business?	
How will your business location and operations be affected?	
Are there any special licenses that are required for your business? What are they?	
What type of Insurance will you need for your business?	
How much does each Insurance type cost?	

Financial: The first component of your financial plan will include Project Costs and a Financing Plan. This outlines what major costs are required to set-up or expand your business and where the money will come from. Related attachments should include quotations for all project costs more than \$1,000 and confirmation of sources of funding.

Project Costs and Financing:			
Capital:	\$	Source	\$
Land		Cash Investment	
Building		Micro-Loan	
Equipment		Other Loans	
Furnishings			
Vehicle			
Inventory		Other government financing	
Other (<i>please describe</i>)		Other (Source)	
Subtotal		Subtotal	

Marketing:			
Print materials (<i>brochures, business cards, etc.</i>)		Cash Investment	
Website/Social Media		Funds from Operations	
Tradeshows			
Newspaper, Radio, Television			
Signage		loan	
Other (<i>please describe</i>)		Other	
Subtotal		Subtotal	

Business Support:			
Financial Management		Cash Investment/Funds from Operations	
Other (<i>please specify below</i>)		Other (<i>please specify below</i>)	
Subtotal		Subtotal	
TOTAL PROJECT COSTS		TOTAL PROJECT FINANCING	

Explanation of Terms:	
Advertising	Money required to advertise and promote your business.
Cash Disbursements	Money you spend.
Cash Receipts	Money you receive
Cost of Goods Sold	Money required to purchase your inventory and/or for the manufacture of your products.
Estimated Sales	Estimate the total amount of money (gross revenue) that you expect to receive when you sell your goods (Gross Revenue) and/or services.
Insurance	Money required to pay property and commercial liability insurance for your business.
Loan and Other Contributions	Enter the amount of money you outline in your financing plan in the month you expect to receive it.
Loan Payment	Money required to pay monthly commercial loan payments, including both principal and other administration costs.
Loan Payment Interest	Money required to pay monthly commercial loan payments, including both principal and interest.
Office Expenses	Money to be spent on office and administrative expenses (<i>i.e., stationary supplies, etc.</i>)
Other	Any cost not provided for in the above list, but which is specific to YOUR business.
Personal Cash (Equity)	Money invested in your project from personal resources or savings.
Personal Drawings	Money withdrawn from the business by the owner(s) for personal living allowances.
Professional Fees	Money you will spend on acquiring professional services such as accounting, legal, and other business support.
Project Costs/Expenses	Money you spend to purchase property, buildings, equipment, furnishings, inventory, initial operating costs.
Supplies	Money needed for the regular items required.
Telephone/Internet	Money required for ongoing telephone and internet usage.
Utilities	Money required to pay for heating and hydro expenses.
Wages/Salaries	Money you expect to spend on employee wages/salaries, plus your employment expenses. (<i>i.e., employer's share of unemployment insurance, Canada Pension Plan deductions and Worker's Compensation premiums</i>).

SUPPORTING DOCUMENTATION

The following provides a list of the supporting documentation that should be submitted with this business planning template to support your Business Plan and/or your request for funding:

Document Type	Check
Agreements (any entered into)	
Cash Flow Projection Plan	
Drawings or site plans	
Journeyman tickets or other certificates of importance	
Letters of Intent	
Letters of Support	
Market Data supporting your ability to meet sales goals	
Market survey data	
Offers to purchase	
Other items of importance to your business	
Past financial statements (if applicable)	
Price schedule for produce line or service	
Quotes	
Resumes of key people	

Good Luck with your business!