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### 7 APPENDIX: Financial Plan

The company's financial performance, both historical and projected includes sales, cost of goods sold, expenses, income statement, balance sheet, cash flow budget, financial requirements, performance indicators, and personal status.



LEGAL NAME ▶

TRADING NAME ▶

BUSINESS ADDRESS ▶

PHONE ▶  FAX ▶

E-MAIL ▶

DESCRIPTION OF THE BUSINESS ▶

MAJOR DEMOGRAPHIC, ECONOMIC, SOCIAL AND CULTURAL FACTORS ▶

MAJOR PLAYERS (suppliers, distributors, clients) ▶

NATURE OF THE INDUSTRY ▶

TRENDS IN THE INDUSTRY ▶

GOVERNMENT REGULATIONS ▶



### THE MARKET

MARKET  
SEGMENT ▶

PRODUCTS  
& SERVICES ▶

PRICING AND  
DISTRIBUTION ▶

MARKET TRENDS ▶

IMPLICATIONS  
OR  
RISK FACTORS ▶

PLANNED  
RESPONSE ▶

### COMPETITION

COMPETITORS  
AND TYPE OF  
COMPETITION ▶

COMPETITORS'  
STRENGTHS AND  
WEAKNESSES ▶

COMPETITIVE  
ADVANTAGE ▶

# BUSINESS PLAN

## Section 2 Sales and Marketing Plan



CUSTOMERS ▶	NAME/ADDRESS	TERMS	PRODUCT/SERVICE
	<b>1</b>		
	<b>2</b>		
	<b>3</b>		
	<b>4</b>		
	▼ ADDITIONAL INFORMATION		
	<div style="border: 1px solid black; height: 40px;"></div>		

SUPPLIERS ▶	NAME/ADDRESS	TERMS	PRODUCT/SERVICE
	<b>1</b>		
	<b>2</b>		
	<b>3</b>		
	<b>4</b>		
	<b>5</b>		
	▼ ADDITIONAL INFORMATION		
	<div style="border: 1px solid black; height: 40px;"></div>		

ADVERTISING & PROMOTION ▶

PRICING & DISTRIBUTION ▶

CUSTOMER SERVICE POLICY ▶



LOCATION ▶

▼ SIZE AND CAPACITY

▼ ADVANTAGES OR DISADVANTAGES

▼ LEASE OR OWNERSHIP DETAILS

EQUIPMENT, FURNITURE & FIXTURES ▶

FUTURE EXPENDITURES / TECHNOLOGY REQUIREMENTS ▶

RESEARCH AND DEVELOPMENT ▶

ENVIRONMENTAL COMPLIANCE ▶

ADDITIONAL INFORMATION ▶



# BUSINESS PLAN

## Section 4 Human Resources Plan

KEY EMPLOYEES	NAME OR TITLE (N° OF POSITIONS)	KEY RESPONSIBILITIES	QUALIFICATIONS
	1		
	2		
	3		
	4		
	▼ ADDITIONAL INFORMATION		
	<div style="border: 1px solid black; height: 40px;"></div>		

### POLICIES & PROCEDURES

HOURS OF OPERATIONS	<div style="border: 1px solid black; height: 25px;"></div>
NUMBER OF EMPLOYEES	<div style="border: 1px solid black; height: 25px;"></div>
VACATION PROGRAM	<div style="border: 1px solid black; height: 40px;"></div>
PERFORMANCE ASSESSMENT	<div style="border: 1px solid black; height: 40px;"></div>
TRAINING & DEVELOPMENT	<div style="border: 1px solid black; height: 40px;"></div>
REMUNERATION AND BENEFITS	<div style="border: 1px solid black; height: 40px;"></div>



ACTION PLAN ▶	ACTION	BY WHEN
	1	
	2	
	3	
	4	
	5	
	6	
	7	

▼ ADDITIONAL INFORMATION



OBJECTIVES / DESCRIPTION OF THE PROJECT ▶

BUSINESS HISTORY / NATURE OF OPERATIONS ▶

PRODUCTS AND SERVICES ▶

PROJECT FINANCING ▶

MANAGEMENT / ADVISORS ▶ **Director 1**

**Director 2**

RISK ASSESSMENT & CONTINGENCY PLAN ▶





FINANCIAL  
INSTITUTION



SUPPORTING  
DOCUMENTS





# GLOSSARY

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## APPENDIX

FINANCIAL PLAN

# GLOSSARY



Canadian Centre for Occupational Health and Safety