**Abonar Business Plan Template**

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# Executive Summary

The executive summary should highlight key points of your business plan. Include your business name, location, products/services offered, market size and background, investment required, projected sales and profits, and keys to success. Include anything you feel is important to capture interest and give the reader a good understanding of your business. The executive summary should be clear, concise, focused and no longer than two pages in length.

# Introduction

Present the company’s legal name, location and nature of business. Include a description of the organization’s history.

## Mission Statement

A mission statement is a short formal written statement that represents the purpose and aim of your organization. It embodies the philosophy and reason for existent of the company and is meant to guide the organization towards a common goal.

## Goals & Objectives

Include short, medium and long-term goals and objectives of your business. Goals and objectives should be measurable, realistic and achievable. Include a time frame for completion. Everything in the plan will be geared towards trying to achieve these goals and objectives.

# Industry Overview

Describe the background of the industry in which your business operates. This includes market size, market trends, major demographics, nature of the industry, economic factors, socials factors, cultural factors, major players in the industry and government regulations. The purpose of the industry overview is to provide a description of the important things about the industry that will affect your business and some of the challenges the company will encounter.

# Marketing Plan

## Products & Services

Clearly describe what product(s) and/or services your business is offering. Pictures, technical descriptions or anything that gives the reader a clear understanding of the product/service should be used. Explain why the target market would purchase the product/service and what needs/wants the product/service is providing.

## Market Segment

Describe the specific group of customers your business is targeting. The group can be segmented by geography, demographics, income levels, political and cultural beliefs, etc.

Explain why the chosen target market is best suited for the business. Is this market segment the most attractive in terms of size and future growth potential? How competitive is this segment? What are buyer preferences and needs? How does your product/service meet buyer needs? How often will buyers purchase your product/service and what factors influence the decision to buy? Where and when will purchases be made?

## Pricing

Clearly explain what prices will be charged for the product(s) and/or services offered. Discuss competitive pricing strategies and reasons why the proposed pricing for your product/service may be successful. It will be important to convince readers why the target market will purchase the product/service offered at this price. How price sensitive are your buyers? What control do you have over pricing? Can you maintain your prices over time? Do you need to offer discounts? What combination of price and volume does your business need to generate profits?

## Promotion

How will you promote your product/service? What brand image do you want to project for your product/service? Clearly describe your selling and advertising plan. Develop a budget for advertising and promotion programs.

## Distribution

Describe distribution channels for selling your product/service. What distribution methods are best suited for your product/service? Will these channels reach your target market? How cost effective are these distribution channels?

## Competitors

Describe major competitors and their strengths and weaknesses. What share of the market do major competitors hold? Explain how your business compares to competitors.

## Competitive Advantage

Clearly describe what advantage your business has over competitors. Explain why your product/service is better than what is available in the market. Why would a customer choose your product/service over others?

## Risk Factors

Outline major risks you anticipate and how your business plans to manage these risks.

# Operations Plan

The objective of the operations plan is to clearly describe how the business will operate.

## Site Plan

The site plan will give readers an aerial view of the operations. This section will illustrate why the site has been chosen and where various parts of the operation will be located.

## Building and Floor Plans

The building and floor plans allow for a more detailed description of the workplace. A step-by-step description of the process flow of operations can be provided in this section.

## Quality Control Plan

The quality control plan describes how products or services will be consistently delivered.

## Average business day

Describe hours of operations, daily activities and employee responsibilities. The purpose is to give the reader an idea of what is involved in managing the business on a day-to-day basis and to provide assurance that thought has been put into details of the business.

Common activities that occur weekly, monthly or yearly can also be described in this section (i.e. compiling year-end financial statements, filing income taxes, etc.).

## Supply Analysis

Describe the suppliers for major inputs of the business. Explain what will be done if there is a shortage of supply. Explain supply risks and how they will be managed.

## Service Providers

Include service providers for equipment maintenance & repair, accounting & tax services, legal services and anything else that requires outsourcing for key components of the business.

## Capital Budget

The capital budget will indicate the amount of financing required for your business. Explain what capital assets are needed to start your business and what they will cost. This includes land, buildings, and equipment. Also include working capital estimates to give a more realistic representation of total costs. Provide sources for cost estimates to ensure reliability.

# HR Plan

## Organizational Structure

Who is on the board of directors and why? Who will manage the company? What additional expertise is required to fill in missing gaps? Use a chart to illustrate the organizational structure.

## Job Descriptions

Include a description of technical and management skills required for each job role and corresponding responsibilities. Indicate how the positions will be filled and who will be responsible for recruitment.

## Training Programs

Describe what types of training programs will be set-up for management and staff. Also include timing and cost of these programs.

## HR Strategy

This section generally describes a strategy for managing the culture of the organization and plans for motivating employees.

## Salaries & Wages

Provide a table showing a break down of management salaries and staff wages. This should include salaries, hourly wages, employee benefits, workers compensation, Canada Pension Plan, holiday pay and any other planned benefits.

# Financial Plan

The financial plan should include 5-year projections of income statements, balance sheets and cash flows.

This plan should also have a sensitivity analysis to determine the importance of each of the assumptions made earlier in the plan. For example, how important are sales price and volume compared to labour expenses.