

BUSINESS OVERVIEW

Describe your business, the product/service you will provide and the industry you will be a part of.

CUSTOMER/MARKET DESCRIPTION

Describe your target customer.

COMPETITION

Identify your competitors.

MARKETING AND SALES

Describe what will make your product/service stand out from the competition. Describe how your target customers will hear about your product/service.

OPERATIONS

Describe what you will need to conduct your operation including the facility, suppliers, employees, technology and equipment.

MANAGEMENT SKILLS

Describe your skills and background for this endeavor.

RISK ASSESSMENT

Describe any conditions that may put your business success at risk. Consider your financial resources, the value of the Canadian dollar, increased competition, liability issues or disruption in supply and delivery systems etc.

SUMMARY

Describe why you consider your business proposal to be viable

**BUSINESS PLAN
COMMUNITY
ENHANCEMENT FUND**

FINANCIAL DETAILS

Provide a financial overview including, where possible, information about sales projections (by month), operating costs, start-up expenses etc.

OTHER

Include any other information you think is relevant but has not been included elsewhere.

Attachments

Include any attachments you think are important to your business planning.