REFERENCE FRAMEWORK FOR THE PREPARATION OF BUSINESS PLANS

1. Summary

- Reason for the plan (obtain financing, new business start-up, expansion of an existing business, diversification of activities, acquisition of an existing business, etc.)
- Summarize the key aspects of the business plan

2. Business profile

- Name of the business, address (headquarters and points of service, where applicable), telephone and fax numbers, email, website, etc.
- Location (on or off reserve), electoral districts (federal and provincial)
- NAICS industry code
- Legal status (sole proprietorship, partnership, incorporated business)
- Name(s) of owner (s)
- Percentage participation of each owner (% of native and non-native ownership), where applicable
- History (if existent)
- Mission, vision
- Products and services offered, main advantages
- Infrastructures, installations and equipment (details of business assets)
- List of operating permits, licences and requisite certificates (federal, provincial and municipal regulations)
- Affiliated businesses, where applicable

3. Project description

- Project details (start up, expansion, modernization, etc.)
- Impact of the project on the business (for example: need for additional employees, improved profitability, etc.)
- Issues, key factors of success
- Economic spinoffs for First Nations of Canada
- Completion deadline

4. Project costs and financing

- Detailed costs of the project (equipment, buildings, working capital, taxes, etc.) and financing needs (capital outlay, government contributions, commercial financing, etc.)
- Characteristics of goods to acquire (new or used, guaranteed or not, etc.)
- Details of financing obtained and conditions (interest rate, lending terms and sureties, etc.) including confirmations (in appendix), if already obtained
- Include tenders and estimates (in appendix) to justify project costs

5. Industry and market analysis

- Overview of the industry: background and outlook for the future, standards
- Financial ratios associated with the industry
- Impacts of economic conditions on the business' activities
- PESTEL environment (political, economic, social, technological, ecological, legal)
- Market description and assessment (current and future context of the sector, segments, developmental stages, market size and location)
- Market shares (local, regional, provincial, national, international)
- Barriers to entering the market
- Target clientele: age, income, level of education, etc.