
GUIDELINES FOR PREPARING A BC PNP BUSINESS PLAN

Applicants to BC PNP are owners of the proposed business and as such should be actively engaged in the preparation of the Business Plan and are expected to be conversant in all aspects of the Plan. BC PNP encourages applicants to provide business plans not exceeding 20 pages.

I. Executive Summary

- One page summary of the plan
- Identify whether it is a new business start-up or partial/whole takeover of an existing business in British Columbia

II. Business Overview

- Describe the business model and identify specific goods and services that the business is offering
- Identify the key success factors of the proposed business
- Analyze commercial viability of the business
- Describe how you as an applicant is qualified to undertake the business and how it relates to your past business/management experience
- Explain how you came to consider this business opportunity

III. Company and Ownership Structure

- Describe the type of business structure (proprietary, partnership or corporation)
- What is the percent ownership of the applicant and how will the venture be financed

IV. Management Structure

- Provide an organizational chart of the business identifying roles and tasks of each position
- Highlight your role in the day-to-day management of the business
- If there is a Key Staff involved, provide a rationale for the role and your previous relationship with the Key Staff.
- If any business partner(s) is/are involved, explain how their prior training and past work experiences are relevant for the proposed business.
- If partners, vendors or others are involved in the proposed business, indicate how you know each other and if you have met with them

V. Operations

- Provide a schematic as to how the operation of business will be conducted
- Identify and provide information on your suppliers of products, raw materials or services
- Describe how your business adds value through the process and the capacity of your operation
- Identify your immediate customers of your goods/services
- Describe in detail the location and physical outlay, including the size of the premise and property to be leased or acquired
- Itemize and describe capital investment needs such as equipment and machineries

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VI. Staffing

- From operations, provide the job descriptions, qualifications and remunerations for the job(s) you are creating for permanent residents or citizens of Canada
- Provide a hiring schedule for each of the above new positions

VII. Market Analysis

- Identify target segment and positioning of your products/services
- Provide strategy on Price, distribution channel, promotional activities
- Identify and analyze major competitors in the segment market
- Provide SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis

VIII. Financial Analysis

- Provide cost analysis of your operation including your products/services
- Provide analysis of break-even point, Return on Investment (ROI)
- Opening pro-forma balance sheet
- First year of cash flow projections on a month by month basis

IX. Investment Schedule

- Provide investment breakdown itemizing major capital investments, start up expenses, inventory, and operational expenses such as salaries for employees excluding applicant and family's, rent, utilities for the first 6 months of business undertaking (3 months' expenses in case of investing into an existing business or a franchise)
- Provide a tentative timeline for completing the above investment

X. Governing Laws, Regulations and Licensing

- Identify relevant laws, regulations, licensing requirements and other barriers to entry for the proposed business and describe how you will address each of them

XI. Risk Management

- Describe your strategy to manage risks identified in market and financial analysis along with other external risk factors arising from barriers to entry, currency exchange risk, and other business environmental factors not accounted for

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Please include the following additional Information:

- i. **References**
 - Cite literatures and websites surveyed
- ii. **Appendix 1**
 - 3-year pro-forma Financial Statements including balance sheets, income statements and cash flow statement with appropriate notes on assumptions
- iii. **Appendix 2**
 - Resumes of the Applicant(s), and if applicable of Key Staff(s) and local partner(s)
- iv. **Appendix 3**
 - Other Supporting Documentations such as business purchase agreements (MOUs), franchise agreements, shareholder(s) agreement, etc.
 - If purchasing an existing business (partial or whole), please attach relevant documents such as financial statements, fair market value, share registry, purchase agreement in the appendix. Provide an explanation on how the business is being valued.
- v. **For Farm Businesses only**
 - The Business Plan for an agricultural activity should be based on or cover the issues described in the document *Taking Stock - A Farm Business Planning Workbook For The Beginning Farmer* prepared by the Ministry of Agriculture and available here:
<http://www.agf.gov.bc.ca/busmgmt/TakingStockBCBeginningFarmer15Feb2011.pdf>
 - All Business Plans for agricultural activities must include a feasibility statement (i.e. does the plan make economic sense?) prepared by a consultant from the *List of Eligible Consultants* approved by the Ministry of Agriculture under its B.C. Farm Business Advisory Services Program. See the following web link:
<http://www.agf.gov.bc.ca/busmgmt/ListofEligibleConsultants6June2011v2.pdf>.