

# GUIDE TO DEVELOPING A BUSINESS PLAN

2021 VERSION – MRC DU ROCHER-PERCÉ MRC

VERSION 2021 - MRC DU ROCHER-PERCÉ

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[LOGO]

[NAME OF BUSINESS]

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Do not hesitate to contact one of our consultants to help you in the process of writing your business plan. You can call us at 418-689-4313 and we will assign you an advisor.

We invite you to adapt this template to match your company's style, be creative! We hope this tool will be useful to you in your entrepreneurial endeavours.

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# 1 PROJECT

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## 1.1 NAME(S) AND ADDRESS(ES) OF THE PROMOTER(S)

[NAME AND FIRST NAME]

ADDRESS	
PHONE NUMBER	
E-MAIL ADDRESS	

[NAME AND FIRST NAME]

ADDRESS	
PHONE NUMBER	
E-MAIL ADDRESS	

[NAME OF ENTERPRISE]

ADDRESS	
PHONE NUMBER	
E-MAIL ADDRESS	
WEBSITE	
ACTIVITY SECTORS (NAICS CODE)	

## 1.2 DESCRIPTION OF PROJECT

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Provide a short summary of your project and what you are doing.

We recommend you complete this section when the rest of the business plan is finished.

## 1.3 PARTICIPANT(S)

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For each partner, describe in a few words any training or experience that would enable you to run the business you want to start. You may wish to give a brief description of each partner's strengths.

## 1.4 PARTICIPANTS' OBJECTIVES

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Provide a short description of your objectives.

You can ask yourself the following questions:

- What is the nature of my project?
- What opportunity do I want to seize?
- What need is being filled?

## 1.5 MISSION, VISION AND VALUES OF THE ENTERPRISE

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**Mission:** The reason for the existence of the enterprise.

**Vision:** A brief statement describing where you see the enterprise in the next few years.

**Values:** The identity and culture of the enterprise.

### MISSION

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### VISION

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### VALUES

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## 1.6.1 MEDIUM- AND LONG-TERM PROJECTS

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List the projects you intend to accomplish in the next few years (after three, four and five years) if your company achieves the objectives set out in the business plan.

You can list your expansion plans, such as offering a new product or service, developing a new market, new collaborations, etc.

## 1.7 LEGAL FORM OF THE ENTERPRISE

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Describe the legal status of your enterprise and your reasons for choosing this format.

Do not hesitate to contact one of our advisors to discuss the various legal forms for businesses in Québec. We also invite you to consult this link:

<http://www.registreentreprises.gouv.qc.ca/fr/demarrer/differentes-formes-juridiques/default.aspx>

Attach documents confirming the choice of legal form (if available). In the case of a partnership or joint stock company, where there are several partners, please attach a copy of the business agreement between all of you. This should describe the rights and obligations of each partner, as well as the method used to settle disputes, deaths, etc. Retirement, etc.

If applicable to your project, indicate in the following table the shares each partner holds in the business.

NAME(S)	SHARE (%)

## 1.8 NETWORKING

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How will the people around you contribute to the success of your business?

Describe the nature of your relationship. You can detail your networking by category: personal network, professional network, etc.

Examples of personal networks: my mother will do my bookkeeping; my best friend, who is a computer technician, will do my social networking.

Examples of professional networks: lawyer, accountant, business development consultant, companies in the same or complementary field, etc.

## 2 MARKETING

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### 2.1 INCOME ESTIMATE

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Explain in detail the calculations that will enable you to establish your total turnover for the first year. You may refer to your projected financial statements.

Please indicate your sources (promoter's experience, market research, statistics, etc.)

## 2.2 MARKET ANALYSIS

### 2.2.1 MARKET ANALYSIS

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In what area do you expect to offer your products or services?

Describe the sector and its trends (demographic, economic, environmental, technological, etc.)

### 2.2.2 TARGETED CLIENTELE

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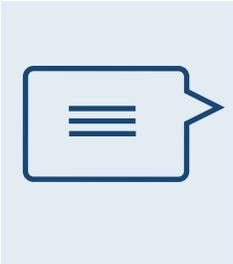
Who is the target audience for the products or services you plan to offer?

Are they individuals (age group, income, gender, etc.) or organisations (municipalities, companies, etc.)?

Describe in a few words their characteristics and lifestyle habits.

### 2.2.3 COMPETITION

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Who are your competitors? What are their strengths and weaknesses?

Describe how you differ from your competitors.

You can also describe the competitive situation, how the competitors are connected. There may be opportunities for mutual support and partnerships.

COMPETITOR(S)	STRENGTHS	WEAKNESSES

## 2.3 MARKETING STRATEGY

### 2.3.1 PRICE

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How much will you charge for your products or services?

How have you determined your prices (by the hour, by contract, by desired profit margin, etc.)?

How will your clients pay (fees, subscriptions, sales, licences, etc.)?

## 2.3.2 BUSINESS PREMISES

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Describe the location where you plan to offer your products or services.

Reason for choosing the location (accessibility, parking, visibility of the business, etc.)

It is the promoter's responsibility to ensure that their project complies with the municipal, provincial and federal regulations in force (zoning, environment, etc.)

### 2.3.3 PUBLICITY

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Describe how you intend to reach your target audience.

You can target several ways to promote your products or services, such as promotions, contests, social and traditional media, etc.



## 3.2 PRODUCTION PROCESS / SERVICE PROVISION

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What steps will be required to produce your product or provide your service?

## 3.3 LICENCES AND PERMITS

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List any municipal, provincial and federal permits and/or licences required.

If you are in the process of obtaining one, explain the steps to be taken.

## 3.4 LAYOUT OF THE PREMISES

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What changes need to be made in order to fit out your premises properly?

Indicate the cost of these modifications and/or acquisitions.

## 3.5 HUMAN RESOURCES

### 3.5.1 POSITIONS AND REMUNERATION

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Describe the position held by each of your employees. What will their tasks be? How much will they be paid?

You must include yourself in the employees.

### 3.5.2 RECRUITMENT

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How will you recruit?

How will you attract the candidates you need?

### 3.5.3 TRAINING

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Explain how you intend to train newly recruited staff.

Do you intend to offer training to develop the skills of your staff? If so, please list the training opportunities and briefly explain the reason for this choice (employee recognition, staying competitive in your sector, etc.)

### 3.5.4 STAFF EVALUATION

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Staff evaluation allows you to observe the performance of each individual, but also their needs within the company.

Determine the criteria to be used in the evaluation that will allow you to create an effective management process.

### 3.5.5 COMMUNICATION

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It is important to provide a pleasant working environment for your staff and one of the key elements is communication. Good communication ensures that the team is satisfied and motivated.

Explain in a few words your company's communication strategy.

## 3.6 CUSTOMER SERVICE

### 3.6.1 COMPLAINT MANAGEMENT

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Explain how you intend to receive, assess and handle complaints.

### 3.6.2 CUSTOMER RELATIONS

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What kind of relationship do you intend to develop with your customers?

How do you intend to attract and retain them?

### 3.6.3 BUSINESS HOURS

⊗ DELETE WHEN PREPARING THE FINAL VERSION



Please indicate the business hours of your enterprise and explain in a few words the reason for this choice.



