

Business Plan Guide for Commercial Operations

A business plan is an essential tool whether you are expanding your existing business or considering a new venture. Business plans are developed for internal and external purposes. Internally, the business plan provides details on how you plan to reach your goals and objectives. The plan exposes opportunities and risks involved allowing you to clearly evaluate your operation over the next few years. Externally, your business plan will be required by financial institutions, business partners, investors, and other stakeholders.

The following guide has been developed to assist applicants when submitting bids for Timber Sale Agreements.

You may wish to include additional information; however, your business plan should contain the following sections.

Cover Page:

- Business name, primary applicant, address, telephone number and email address.
- List of key contacts, including any consultants who may have helped with the plan.
- Timber Sale Agreement reference number.
- Preparation Date.

Table of Contents:

- List of section headings for easier reference and navigation.

Summary:

- Provide a one to two paragraph summary that describes the overall plan.
- Include information on the market, unique advantages, financial highlights, management strengths, and purpose of the plan.

Business Description:

- Provided overview;
 - Management structure; owners, management team, etc.
 - Provide information on professionals or consultant assisting with the venture.
 - Brief overview of your business history.
 - Type and size of your enterprise, as well as any physical resources.
 - Include an overview of your current line of business
 - Include any products being manufactured or services you provide.
 - Amount or volume produced
 - type of equipment used
 - number of employees

Operations:

- Provide an overview of planned and current operations.
- Provide details regarding your current production capacity, including your lines of business, annual production, species requirements, etc.
- Provide an overview of your planned use of the resource and potential products.
- Provide details regarding your harvesting schedule including timeline and resources.
- Include a revised Resource Access Plan. This should contain any revisions to the departments proposed Resource Access Plan and include an overview planned specifications.

Industry and Market Analysis:

- Identify the characteristics of the industry and markets.
- Describe any long- and short-term trends, or seasonal factors affecting the industry.
- Identify customer needs not being met, and potential sales.
- Outline any significant factors that could have an influence on your business within the industry.
- Explain how you expect to market your product.
- Provide any information on the target market. You may include an overview on established and potential market opportunities or niche markets, customer characteristics and demographics, customer segmentation, market performance, growth trends, factors affecting purchaser decisions, and market geographic area.
- Describe your market competition, including the number of competitors. You may include an overview of their strengths and weaknesses, their costs and prices, potential competitor reaction to new market entry, the potential for substitutes, barriers to entry, and any advantages or disadvantages that exist in your competitor's product or process.

Human Resources:

- Outline the people required. List any specific skills and training needed or already in place. Identify any employment opportunities that will be created.

Financial:

- Provide an overview of any financial requirements required to implement the plan.
- Outline business assumptions on which the financial plan is based, including quantities sold, price, cost of goods sold, operating expenses (variable and fixed), salaries, interest rates, depreciation, income taxes, and regulatory costs.
- Provide a cash-flow statement, a break-even analysis, and an expenditure plan, including start-up costs as appropriate.

For additional information on business planning visit: <https://canadabusiness.ca/>

For sample business plans and template visit: <https://canadabusiness.ca/business-planning/sample-business-plans-and-templates/>