

BUSINESS PLAN QUESTIONNAIRE

Legal name of business:
Operating name of business:
Business address:
Website:
Telephone:
Fax:
Email:

Organization and Funding

- (1) What is the main purpose or intended use of the business plan?
- (2) Identify the principal individual(s) involved in the business. Describe the contribution each principal will be making to the business, including financial investment and time commitment. Briefly describe the background of each principal as it relates to the business. How have the business functions and responsibilities been divided?
- (3) Has the form of business organization been determined yet (i.e. corporation, partnership, proprietorship)?
- (4) It is expected that the start-up will be financed by:
 - third party lenders Yes/No
 - family and friends Yes/No
 - unrelated equity investors Yes/No
 - principal(s) Yes/No
- (5) Have financial commitments been obtained from any lenders or investors?
- (6) Are you aware of any special grants or government incentives for which the business may be eligible? Describe.
- (7) When is the expected start date for the business?
- (8) Have any documents been created to date for the purpose of raising start-up financing for the business?

Business Overview

- (1) Describe the business in a nutshell.
- (2) Is the business subject to a franchise agreement?
- (3) Describe the nature of the market and how the market is segmented. How does the business fit in?
- (4) What are the current market trends? How will the business exploit these trends?
- (5) What are the special risk factors for businesses in this market (e.g. major causes of failure)? How will the business mitigate these risks?
- (6) Describe the competition. Does the business have any special strengths or advantages?
- (7) Describe, by category, the nature of the products and services to be offered.
- (8) Describe the target customers/clients for each product or service. Can the target customer base be segmented? Will revenues be concentrated in a few customers or many? Elaborate.
- (9) Have any commitments been obtained from customers at this point?
- (10) Does the business involve the import or export of goods or services?
- (11) Is the business subject to any government regulations? Are any licenses required?
- (12) Are business trademarks and/or patents being sought?
- (13) Describe the marketing channels, advertising media and promotional methods by which each product or service will be marketed. Have you developed budgets for these expenditures?
- (14) Identify the major suppliers, if applicable, and the nature of the goods or services supplied by each. Describe the payment terms.
- (15) Are any supplier relationships subject to exclusivity agreements?
- (16) Describe any special distribution channels applicable to the delivery of goods or services to customers.
- (17) Has any market research been conducted in connection with the start-up of the business?

Financial Analysis

- (1) Provide a list of assets that must be acquired before the business can commence to carry on business, along with estimated costs (e.g. furniture, fixtures, computer hardware and software, equipment, machinery, tools).
- (2) Provide a description and market value of any existing assets to be contributed or transferred to the business by the principal(s).
- (3) Will it be necessary for the business to carry a stock of inventory? If so, has the cost of the required opening inventory been determined?
- (4) Describe the nature of the revenue to be earned from each product or service (e.g. mark-up on goods sold, commissions, service fees, hourly rate). Provide the applicable rates and margins that apply in each case.
- (5) How are the selling prices determined?
- (6) Describe the typical sales cycle from initial order to final delivery and payment in full. Identify all steps in the process and provide the time line. Provide separate descriptions for each category of product and services, if applicable.
- (7) Does the business require a separate physical location? If so, have suitable premises been identified? Provide the monthly lease cost, if known.
- (8) Will the business require employees (or contractors) from the outset? If yes, describe the positions to be filled and the projected salary cost per month.
- (9) Provide a list of expenses that will be incurred by the business, regardless the level of sales and revenue (i.e. fixed or overhead costs). Provide the applicable expense amounts by month.
- (10) With a view to quantifying the contribution that each sale makes to the bottom line, itemize all of the specific direct costs attributable to each good or service that is sold or prepared for sale -- including materials, labour, taxes, shipping, commissions paid, delivery, etc (exclude the fixed or overhead expenses identified above). Provide applicable costs on a per unit basis, as a percentage of selling price, or some similar basis.
- (11) List any other costs or expenses not identified above. Identify the factors or drivers that determine the level of each expenditure and describe the relationship (e.g. % of sales, number of employees, etc).
- (12) Provide any financial projections previously prepared.

