



# **BUSINESS PROPOSAL**

---

**COMPANY NAME**

---

**PROPRIETOR(S)**

---

**DATE**

**EXECUTIVE SUMMARY**  
**(Complete after all other parts of proposal are completed)**

1. What is the nature of the business (type of business or service?)

---

---

---

---

2. Indicate Financing Required (amount or type required).

Project Cost (recap from Page 2)     \$ \_\_\_\_\_

Personal Contribution                     \$ \_\_\_\_\_

Financing Required                         \$ \_\_\_\_\_

---

---

3. List Security available (items that will be pledged.)

---

---

---

---

**PROJECT COST SUMMARY**  
**(Complete when all other parts of proposal are completed)**

1. List all equipment, inventory, start-up costs relating to the business.

	Value
Equipment owned	\$ _____
Equipment to be purchased	\$ _____
Inventory owned	\$ _____
Inventory to be purchased	\$ _____
Leasehold Improvements	\$ _____
Start-Up Costs:	
-accounting and legal	
-telephone	
-business cards	
-signage	
-utility hook-up	
-advertising	
Total Start up Costs	\$ _____
Miscellaneous Costs	\$ _____
Total Project Cost	\$ _____
Less: Personal Contribution (Contribution may be in Equipment, Inventory or Cash)	\$ _____
Amount to be Borrowed	\$ _____

*NB: Chinook Community Futures Development Corporation does not provide 100% financing.*

## BACKGROUND INFORMATION

1. Legal Status of your Business. (Circle One)

Proprietorship

Partnership

Limited Company

Date of Incorporation: \_\_\_\_\_

2. List all shareholders or main principals in the business.

Name

Age

Address

Ownership

---

---

---

---

## PRODUCTS/SERVICES

1. Provide a brief description of the product/service offered by the Business.  
(cost, selling price etc.)

---

---

---

---

Cost of Production -

- Material Cost \$ \_\_\_\_\_

- Labour Cost \$ \_\_\_\_\_

- Other \$ \_\_\_\_\_

**Total Cost:** \$ \_\_\_\_\_

Selling price/unit: \$ \_\_\_\_\_

2. Explain the advantages that your product or service has over similar products or services in the market place?

---

---

---

---

3. If applicable, what technologies are used to develop, manufacture etc., your product/service?

---

---

---

---

## **MANAGEMENT**

1. Explain the organization of your company (organizational chart and brief job descriptions of employees/management).

---

---

---

---

2. Indicate the salary level for each of the Employees/Management.

---

---

---

3. Briefly describe management Biographies (includes experience, knowledge of the business etc.) Attach **Personal Resume** of all owners.

---

---

---

---

4. What are the strengths of Management individuals?

---

---

---

---

5. What are the weaknesses of Management individuals?

---

---

---

---

6. How do you intend to overcome weaknesses?

---

---

---

---

## MARKET

1. Identify your target market i.e.: who are your potential customers?

---

---

---

---

2. Describe briefly your target market (list user characteristics i.e.: families, single parent families, age groups, family income)

---

---

---

---

3. Explain the demand or need for your product/service (you may need to conduct surveys to determine the need).

---

---

---

---

# COMPETITION

1. List the specifics about your competition  
(include name, where they are located, their products/services, what they charge and the size of market they hold)

---

---

---

---

---

---

---

---

---

---

2. How will your business differ from your competition?

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## PRICING

1. Outline the Selling Policy you will be using (i.e. cash only, credit terms etc.) Compare your policy to the Competitors.

---

---

---

---

2. Describe your distribution method (how will you get your product/service out to the market place? (cost).

---

---

---

---

3. Compare the differences between your products and your competition's products? (Give a brief description for each line)

Price \_\_\_\_\_

Quality \_\_\_\_\_

Product \_\_\_\_\_

Uniqueness \_\_\_\_\_

Availability \_\_\_\_\_

Service \_\_\_\_\_

# EQUIPMENT

1. List equipment now owned and to be purchased  
(Indicate the cost of equipment including installation charges)

	Value
<b>Equipment owned:</b>	
-	\$ _____
-	\$ _____
-	\$ _____
-	\$ _____
-	\$ _____
-	\$ _____
-	\$ _____
<b>Total Equipment owned</b>	<b>\$ _____</b>
<b>Equipment to be purchased:</b>	
-	\$ _____
-	\$ _____
-	\$ _____
-	\$ _____
-	\$ _____
-	\$ _____
<b>Total Equipment to be purchased</b>	<b>\$ _____</b>
<b>Total Value</b>	<b>\$ _____</b>

# INVENTORY

## 1. Inventory Required (amount required and cost by category)

Inventory owned	Cost
_____	_____
_____	_____
_____	_____
_____	_____
<b>Total inventory owned</b>	<b>\$ _____</b>
Inventory to be purchased	
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
<b>Total inventory to be purchased</b>	<b>\$ _____</b>
<b>Total inventory</b>	<b>\$ _____</b>

2. List your suppliers and the terms/conditions of purchasing from them. Give addresses and phone numbers for contact.

Name	Address	Contact Person	Phone	Terms
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

### PREMISES

1. Describe briefly the location of your business (reason for the choice of your location, accessibility, traffic counts etc.) Are the businesses located around you compatible to yours?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Size of Premises \_\_\_\_\_ (Sq. Ft \_\_\_\_ Sq. Metres \_\_\_\_)

Landlord \_\_\_\_\_

Terms of Lease: \_\_\_\_\_

Rental Cost \$ \_\_\_\_\_

Utilities \$ \_\_\_\_\_

Other Costs (Common Area Cost, Caretaking, etc.) \$ \_\_\_\_\_

**Total Rental Cost** \$ \_\_\_\_\_

- List the people or businesses that you obtained a minimum of three quotes on required leasehold improvements.

---



---



---



---

- Cost of Leasehold Improvements

<hr/>	<hr/>

**Total Leasehold Improvements**

**\$** 

---

**ADVERTISING**

- List the Method(s) of advertising that will be used to promote product/service and it's cost.

Method	Cost
<hr/>	<hr/>

## OPERATIONS SCHEDULE

1. List the proposed hours of operation for your business.  
(Note: Not all businesses need regular hours)

---

---

## REFERENCES

1. List the Banks or other Financial Institutions for which you have had financial dealings in the past 10 years.

---

---

---

---

2. List your Accountant and Lawyer with whom you are presently dealing or intend to deal.

---

---

3. List past and present employers.

---

---

---

---

