

Business Plan



For loan requests under \$100,000.00, please complete the following business plan. For larger requests, use this format as a guide and have the business plan professionally prepared. Please keep narrative brief and concise.

The Borrower: Provide some historical background about the business and its operations.

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Resume: Provide some personal history of each applicant/shareholder. Include educational background, work experience, and training (particularly related to the project or industry now being considered).

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Project Description: What are the requested funds to be used for? Please be specific and provide details of what is being financed. For real estate, indicate if it is a purchase, renovation or expansion, provide the location and the Provincial Assessment Number. For equipment, machinery etc., provide model numbers, age of the asset and its condition.

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Financing Plans: Indicate what financing is being requested from Finance PEI, how much equity is being put into the project and identify the extent of involvement of any other funding partners. Are other programs being accessed (ACOA, Skills PEI) and if so, provide the details of their assistance. If applicable, comment on the reason for declines from any other lenders. Briefly outline security to be offered and repayment expectations.

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Production Plan: Comment on facilities and management. Identify product: crops, livestock, manufacturing, processing, and services. Describe volume in units, type of packaging, breeds, varieties, acreage and yields. Any new or unique technologies and/or production methods to be introduced which will make business more competitive.

Industry Status: Comment on state of industry, production and sales, provincially, national or globally. Indicate role applicant will play in industry and possible status within industry (average sized, good producer etc.). Make special mention of local community benefits.

Marketing: Describe method of marketing. Identify major markets. Provide overview of market history and expectation for future. Comment on your business as a competitor in the market and who your major customers are.

Contracts, Agreement, Quota and Permits: Identify and describe any such arrangements or applicable regulations which will have an effect on building, production marketing, pricing or other aspects of the business.

Employment Creation & Economic Benefits: Specifically mention the following:

- Number of jobs or man hours in construction and on-going production
- Dollar sales, especially sales to out of province markets
- Enhancements to property assessment values

Environmental Concerns: Note any anticipated impact on environment and any special action to protect or enhance the environment.

Objectives: Briefly define the future expectations and objectives of the business and management.

Other Comments: