



## SCOTIABANK START UP BUSINESS OF THE YEAR AWARD 2010

### BUSINESS OVERVIEW

Business Trade Name: \_\_\_\_\_

<b>Title Page</b>	<b>/1</b>
<ul style="list-style-type: none"><li>▪ Company Name &amp; Logo</li><li>▪ Period the plan covers</li><li>▪ Owner name(s) &amp; contact</li></ul>	
<b>Table of Contents</b>	<b>/1</b>
<ul style="list-style-type: none"><li>▪ Page Numbers</li><li>▪ All sections included</li></ul>	
<b>Executive Summary</b>	<b>/3</b>
<ul style="list-style-type: none"><li>▪ Business Objectives</li><li>▪ Business Structure</li><li>▪ Description of Product / Service</li><li>▪ Overview of Market</li><li>▪ Summary of Funds Required to launch</li><li>▪ Expected Sales for period the plan covers</li><li>▪ First year successes and growth</li></ul>	
<b>Business Overview</b>	<b>/10</b>
<ul style="list-style-type: none"><li>▪ Type of Business – name, structure, location</li><li>▪ Type of Product / Service offered</li><li>▪ Identification of trends and company response</li><li>▪ Identification of barriers and company response</li><li>▪ Customer Profile</li><li>▪ General Operation – hours, location, capacity, layout, production levels, etc.</li><li>▪ Special Licenses, Permits, Certification, Bylaws and/or zoning required</li><li>▪ Equipment Listing</li><li>▪ Supplier Information</li></ul>	
<b>Market Research</b>	<b>/10</b>
<ul style="list-style-type: none"><li>▪ Primary and Secondary Research</li><li>▪ Identification and Target Market, primary (and secondary if applicable)</li><li>▪ Client issues/needs. What problem does your company solve?</li><li>▪ Competitive analysis</li><li>▪ Competitive Advantage/Point of Distinction/Unique Selling Proposition</li></ul>	

**Marketing Plan** /15

- Product – demand, benefits, image, warranty, life cycle, etc.
- Price – production costs, competitors’ price, pricing strategy, profit, volume, etc.
- Place (distribution)
- Promotion & Advertising tools
- Cost, reach, frequency
- Sales process
- How is it geared towards the target market?
- Community Relations - how your business participates in the community

**Financial Plan** /20

- Start Up Budget /5
- Cash flow forecast /5
- Profit & Loss forecast /5
- 2 Quarters (6 mo.) budget vs. actual sales /5

**Operations** /5

- Description of operations – manufacturing process; retail systems and visual merchandising; delivery of service or other operations description
- Human Resources Plan – current & future. Why would employees want to work for your company?

**Appendix, i.e.** /3

- Supplemental information
- Supporting documents
- Resume
- Survey
- Product Literature

**Overall Impression** /2

- Viability
- Creativity
- Presentation (spelling, grammar, layout)

**Subtotal** /70

Note: the subtotal will be added to the **selected finalists’** interview score to determine final results out of 100. Those selected for the Finalist interviews will be contacted personally.

