

AFSC lenders are available in communities near you.
Call toll-free through the Alberta government
RITE line: 310.0000

Commercial Lending

Brooks 403.362.1216	Grande Prairie 780.538.5220	Red Deer 403.340.5551
Calgary 403.297.6281	High Prairie 780.523.6529	St. Paul 780.645.6356
Camrose 403.679.1311	Lethbridge 403.381.5474	Stettler 403.742.7520
Edmonton 780.427.2140	Medicine Hat 403.504.2155	Vermilion 780.853.8266
Edson 780.723.8233	Peace River 780.624.6387	Westlock 780.349.4535
Fort McMurray 780.791.5875	Ponoka 403.783.7011	

General inquiries call toll-free: **1.800.661.3811**

Farm Lending

Airdrie 403.948.8529	Grimshaw 780.332.4494	Stettler 403.742.7904
Athabasca 780.675.8161	Hanna 403.854.5505	Stony Plain 780.963.6101 or 780.963.6102
Barrhead 780.674.8216	Lamont 780.895.2459	Strathmore 403.934.3616
Brooks 403.362.1218	Leduc 780.986.0999	Taber 403.223.7920
Camrose 780.679.1229	Lethbridge 403.381.4378	Three Hills 403.443.8510
Cardston 403.653.5138	Medicine Hat 403.529.3600	Vegreville 780.632.5431
Claresholm 403.625.1462	Olds 403.556.4222	Vermilion 780.853.8260
Drumheller 403.823.1677	Ponoka 403.783.7072	Vulcan 403.485.5141
Fairview 780.835.4975	Red Deer 403.340.5379	Wainwright 780.842.7542
Falher 780.837.2521	Rimbey 403.843.4516	Westlock 780.349.4529
Fort Vermilion 780.927.3715	Spirit River 780.864.4244	
Grande Prairie 780.538.5280	St Paul 780.645.6455	

General inquiries call toll-free: **1.800.396.0215**

www.AFSC.ca

Agriculture Financial Services Corporation is a provincial Crown corporation.

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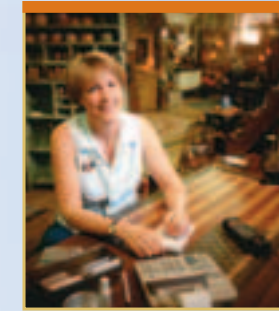


AFSC LENDING



THE BUSINESS PLAN

... your blueprint for a successful business



Have a great business idea, but don't know where to start? Want a blueprint for success? Need help obtaining financing? Developing a good business plan can help you achieve your goals.

ELEMENTS OF A GOOD BUSINESS PLAN

(for detailed business planning guidelines, visit www.AFSC.ca)

Executive Summary

Well-written, one or two-page summary of all components of the business plan:

- the type of business, its management, products and services
- define your customers
- marketing strategies for your products and services
- objectives and goals of your business and your expected results
- summary of costs and any required financing, and/or investment, to achieve success
- what, if any, critical risks the business faces, and how will you minimize them

Mission Statement and Objectives

In 30 words, or less, define your business through:

- central purpose and objectives of the business, plus anticipated results
- what is unique about your business – what sets you apart

Background

- how did your business idea/proposal evolve?
- provide business history, start date, ownership structure and background information on your product/service, including how it developed
- include details on business success and its contributing factors
- describe your proposal's strengths, goals and the rationale for your plan

Ownership and Organizational structure

Describe your:

- partners – their contributions and individual shares as part of the ownership
- organizational-reporting structure including decision-making and action-taking processes
- include detailed resumes of key managers and list current responsibilities
- attach personal financial statements of all shareholders/owners

Products/Services

Detailed information that helps the reader fully understand your products and/or services:

- product description, strengths, market positioning
- applications/uses and benefits/advantages for your customers
- provide photos, sketches, blueprints, technical drawings and specifications, if applicable

Research and Development

Describe any research and development efforts:

- list patents, copyrights, trademarks, other intellectual property, certificate numbers and documents defining ownership of the products
- explain how you created new or improved existing products/technologies, any technical advantages

Industry and Market Analysis

Describe your industry sector:

- what it is
- where it is geographically positioned
- size of the industry and prospects for growth

Describe your target-market demographics:

- customer groups who will purchase your product and/or services
- size and location of your market
- proposed market share and related economic trends
- your major competitors strengths/weaknesses and how they could impact your business

Marketing Strategy

Outline your advertising and promotion plans, including:

- sales methods and distribution strategies
- advertising/promotion budget
- pricing strategy
- description of your service and warranties

Land and Buildings

Describe land and facilities – existing, new, or to be constructed:

- owned – ownership particulars, firmness of prices for purchase, including quote(s)
- leased – lease terms, renewal date/options, fairness of rent
- existing – condition and age
- size, capacity and type of construction
- any environmental or property contamination concerns

Equipment

Provide a description of all equipment, owned and leased:

- include evaluations
- new equipment to be purchase/leased – include supplier quotes with details on installation costs and GST
- describe benefits of new equipment purchases

Production/Operations

Describe production, staffing and suppliers:

- outline processing cycle, including production timeline, quality control, capacity and production volumes
- staffing and wage schedules, include number of employees – indicate seasonal, part-time, full-time, wage
- suppliers – availability of material, alternate supplies, purchase policy – cost and terms

Financial Position/Plan

Provide an up-to-date snapshot of your company's current financial position and requirements to maintain and grow your business:

- historic year-end financial statements for past three years, if applicable
- current, interim financial statement (balance sheet, statement of operations), if available
- projections of income and expenses for up to three years and cash flow forecasts as applicable
- start-up businesses should complete cash flows for first 24 months
- provide sensitivity analysis – best, worst and most likely scenarios
- state significant assumptions used in preparing the financial statement projections

Supplementary Information

(to be included, if applicable):

- banking information – branch location, account manager's name, line of credit, account numbers
- accountant's name and address
- product literature
- any other supporting documentation – e.g. appraisals, offers to purchase, building plans, shareholders' personal net-worth statements

PLANNING YOUR BUSINESS IS THE FIRST STEP TO SUCCESS.

Developing a new business or growing an existing small business? Can't obtain financing with reasonable terms and conditions?

Take a closer look at AFSC's unique financial services at: www.AFSC.ca

AFSC professional lenders are located in a community near you.