

**[NAME OF COMPANY]**

**BUSINESS PLAN**

[date business plan issued]

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**Business Plan Copy No. \_\_\_\_\_**

## **Confidentiality Agreement**

The undersigned reader acknowledges that the information provided by [NAME OF COMPANY] in this business plan is confidential. Therefore, the undersigned reader agrees not to disclose any of such information without the express written permission of [NAME OF COMPANY].

It is hereby acknowledged by the undersigned that the information to be furnished in this business plan is in all respects confidential in nature (other than such information which is already in the public domain through other means) and that any disclosure or use of same by the undersigned may cause serious harm or damage to [NAME OF COMPANY].

Upon request, this document is to be immediately returned to [NAME OF COMPANY].

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Signature

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Print Name

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Date

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# [NAME OF COMPANY] BUSINESS PLAN

## EXECUTIVE SUMMARY

*(NOTE: The Executive Summary is the section of the business plan in which you give an overview of the business, its present status and future direction, and highlight the key points and the purpose of your business plan. This section should be written after the rest of the business plan, and should not exceed 3 pages in length - that's why it's called a "summary".)*

### **Company Background**

*[for existing companies]*

[NAME OF COMPANY] (the "Company") is a *[describe, e.g. "a corporation incorporated under the laws of the State/Province of \_\_\_\_\_"]* which has been engaged in the business of providing Human Resources training and consulting services in the \_\_\_\_\_ area for the past \_\_\_\_ years.

*[for new companies:]*

[NAME OF COMPANY] (the "Company") is in the process of being formed/created as a *[describe, e.g. "a corporation incorporated under the laws of the State/Province of \_\_\_\_\_"]*, for the purpose of providing Human Resources training and consulting services in the \_\_\_\_\_ area.

The Company [is/will be] managed by a team of \_\_\_\_\_ individuals with a total of \_\_\_\_\_ years experience in the field of Human Resources consulting, a chief financial officer with \_\_\_\_\_ years of accounting and administrative experience, and \_\_\_\_\_ *[list]*.

### **Mission**

The Company's mission is to help clients understand, develop, implement, and quantify the effectiveness of their human resource programs and policies, to help employers create measurable business results through their people, and to promote peaceful, effective conflict resolution by (i) providing conflict resolution and decision-making services; (ii) promoting effective resolution and management of conflict at all levels within the organization; and (iii) offering training resources related to mediation and conflict resolution processes.

### **Objectives**

*[briefly describe the short-term and long-term objectives of the company with respect to sales, profits, growth, etc]*

### **The Market**

*[briefly outline the market and available customer base in the area, the number of competitors already servicing that market, and the reason(s) why customers will choose your business over the competitors]*

### **Capital Requirements**

The Company requires an estimated \$\_\_\_\_\_ in [start-up/operating] capital. The [loan / equity investment] proceeds will be used to \_\_\_\_\_ *[briefly describe what the funds will be used for]*.

## I. COMPANY OBJECTIVES

*(NOTE: This section sets out the corporate objectives, mission statement, current phase of your business, and the company's goals and objectives for future growth.)*

### 1.1 Goals & Objectives

*[In this section, set out the company's goals (desired achievements / sales levels / etc) and objectives (steps necessary in order to reach the goals).]*

The Company's goals are:

- revenues of \$ \_\_\_\_\_ by the end of Year 1, and \$ \_\_\_\_\_ by the end of Year 3 of the Plan;
- gross margin of at least \_\_\_\_%;
- positive net worth by the end of Year \_\_\_\_;
- [other]

In order to attain the above goals, the Company will carry out the following specific objectives:

- develop and conduct \_\_\_\_\_ mediation training programs by the end of Year 1;
- in conflict resolution services, provide mediations and facilitations at the rate of at least \_\_\_\_ per week by \_\_\_\_\_ [date];
- make at least \_\_\_\_ presentations per month to new or prospective clients by \_\_\_\_\_ [date];
- [other].

### 1.2 Purpose of Business Plan

The purpose of the business plan is to provide the Company with a short-term blueprint and a long-term vision, and to \_\_\_\_\_. To implement these plans, the Company requires [loan / investment] funding totaling \$ \_\_\_\_\_ for the following purposes: [list]

### 1.3 Vision / Mission Statement

The Company provides innovative and focused training and consulting services in the areas of mediation and conflict management, team development, leadership skills and \_\_\_\_\_. We help organizations improve effectiveness using a philosophy of empowerment. We believe that properly trained employees who are empowered to do their jobs enjoy high job satisfaction and improved performance, freeing management to focus on management tasks.

The Company's mission is to help clients understand, develop, implement, and quantify the effectiveness of their human resource programs and policies, to help employers create measurable business results through their people, and to promote peaceful, effective conflict resolution by (i) providing conflict resolution and decision-making services; (ii) promoting effective resolution and management of conflict at all levels within the organization; and (iii) offering training resources related to mediation and conflict resolution processes.

### 1.4 Factors for Success

Factors which can help assure the Company's success can be defined as follows: [list]

- provide training, education and conflict resolution services both as an end in themselves and in order to develop the necessary mediation skills in the Human Resources personnel within client organizations;
- [other - describe].

**1.5 Risk Factors**

The Company has identified the following risk factors which could hamper its success:

- inability to meet the Company’s goals and objectives within the time frames specified, or at all;
- [other - describe].

Worst case scenarios would include:

- determining that the business cannot support itself on an ongoing basis;
- having to liquidate equipment or intellectual property to cover liabilities;
- [other - describe].

**II. THE COMPANY**

*(NOTE: Use this section to describe the history, structure, purpose, operations, board of directors, outside consultants and strategic alliances of the business. If you are starting up a new company, describe the proposed structure, and set out the reasons for starting up the business.)*

**2.1 History & Background**

*[The following is provided by way of example and should be revised to fit your particular circumstances.]*

The Company was incorporated on \_\_\_\_\_ [date] in the [State/Province] of \_\_\_\_\_. The head office of the Company is located at [address].

To date, the Company has issued \_\_\_\_\_ shares of common stock *[provide details on all shares of stock issued and outstanding]*. The following table sets out the current shareholders and the number of shares owned by each:

Name of Shareholder	Address	No. & Class of Shares

The remainder of the issued and outstanding common shares are retained by the Company for [future distribution / allocation under the Company’s employee stock option plan / etc].

The Company currently has outstanding shareholder loans in the aggregate sum of \$\_\_\_\_\_. The following table sets out the details of the shareholder loans:

Name of Shareholder	Amount of Loan	Date of Loan	Balance Outstanding

**2.2 Directors**

The Company’s Board of Directors, which [will be /is] made up of highly qualified business and industry professionals/experts, [will be a valuable asset to the Company and instrumental to its development by assisting/assists] our management team in making appropriate decisions and taking the most effective action; however, they [will not be /are not] responsible for management decisions. The following persons [will make up the /are the current] Board of Directors of the Company: *[list each person on the Board]*

*Name of Person*

business & educational background, past industry experience, other companies in which the person played a key role

*Name of Person*

business & educational background, past industry experience, other companies in which the person played a key role

### **2.3 Outside Consultants & Professional Advisors**

At present, no outside consultants or professional advisors have been retained. *[if outside consultants have been retained, list them and their credentials:]* The Company's outside consultants and professional advisors provide tremendous input and support to enable management to make well-informed, creative and appropriate decisions:

- [accountant/cpa]
- [legal counsel]
- [others]

### **2.4 Strategic Alliances**

*[List strategic alliances / partnerships which assist the company in providing high quality service and establishing/maintaining its reputation, and which give the company an additional competitive edge]*

## **III. DESCRIPTION OF PRODUCTS & SERVICES**

*(NOTE: In this section, describe your current products and services, the unique features, prices, etc that you offer, current and future R&D plans, enhancements, production and distribution strategies. Include data on proprietary processes, patents, copyrights, etc, which make your products unique.)*

### **3.1 Facilities & Operations**

[describe the company's office(s), square footage, location, etc, and whether the company owns or leases its office(s), its technology, computer systems, pagers, wireless, etc that help the company deliver its products & services better and more efficiently]

### **3.2 Products & Services**

The Company provides innovative and focused training and consulting services in the areas of mediation and conflict management, team development, leadership skills and \_\_\_\_\_. We help organizations improve effectiveness using a philosophy of empowerment. We believe that properly trained employees who are empowered to do their jobs enjoy high job satisfaction and improved performance, freeing management to focus on management tasks.

Our programs and workshops are designed to help clients understand, develop, implement, and quantify the effectiveness of their human resource programs and policies, to help employers create measurable business results through their people, and to promote peaceful, effective conflict resolution by (i) providing services to businesses and individuals interested in peaceful and collaborative forms of conflict resolution and decision-making; (ii) promoting effective resolution and management of conflict at all levels within the organization; and (iii) offering training resources related to mediation and conflict resolution processes.

Our current programs include the following:

*Conflict Management*

Organizational assessment

Training in workplace conflict dynamics and negotiation

Assistance with specific issues, including support for negotiation and mediation processes

*Team Development*

Planning and organization  
Progress counseling  
Training in work group and team dynamics, development and self-direction

*Leadership Skills*

Training in motivation, delegation and organizational communications  
Change assessment and planning  
Management counseling

[describe other programs offered]

***Conflict Management Consulting Services***

Conflict is a natural and potentially beneficial part of life when it is resolved in appropriate ways. It is an essential element in the healthy growth of all organizations. But when conflicts are not resolved, dysfunctional behaviors at both the individual and organizational level can undermine the organization's mission. Conflict management is what we specialize in. Our solutions combine consultation, prevention and redirection with employee training in mediation and resolution skills.

*Conflict Prevention.* The best time to address conflict is before it becomes a threat to an organization's well-being. The Company assists its clients in assessing their specific needs and in preparing a comprehensive program to increase employee conflict awareness and improve resolution skills through training and education. This kind of preparation helps to avoid dysfunctional responses to conflicts, and allows employees to use their different opinions, approaches and knowledge to find innovative solutions.

*Conflict Redirection.* Conflict problems can become entrenched before management has a chance to address them. When this happens, first-line managers are often drawn into the conflict and may find themselves victims as well. Inexperienced managers may attempt to either avoid or quell the conflict. But conflicts are symptoms of organizational issues that need to be examined and resolved. We help to assess these issues and plan a program for redirecting conflict energy onto a constructive path.

***Team Development Consulting Services***

In some organizations, any group of employees working together is thought of as a team. But groups often don't develop successfully even when the individuals have a degree of functional commonality and a common goal or task. "Team performance" then falls short of management expectations. Managers may attribute this poor collective performance to an inability of the employees to work towards a common goal. However, this neither explains the problem nor offers a solution. In reality, groups of people organized to perform a function or complete a task demonstrate certain predictable behaviors. Complex factors influence these behaviors and determine whether or not a group will successfully accomplish a given task or succeed in organizing to a desired level. An understanding of these critical factors during change periods is essential to a successful outcome.

*Planning.* The Company's consultants help our clients determine the type of group most appropriate for a particular need and assist in planning the development of that group, whether it is a task-focused work group or long-term self-directed team. Operating characteristics, development needs and supervisory requirements differ greatly from group to group, and from situation to situation, and must all be factored in.

*Counseling.* The Company's counseling service is particularly beneficial to our clients during periods of organizational transition, because it complements the planning process by providing valuable ongoing assessment and support. Regular counseling sessions address team issues such as internal and external communications, collaboration, skills building, vision and goal setting. Used in conjunction with training programs, our counseling service helps keep development on track and detect early interpersonal or organization problems.