

**[NAME OF COMPANY]**

**BUSINESS PLAN**

[date business plan issued]

**Contact: [name], CEO [or President]  
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[email]  
[web site]**

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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**

[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 commercial and personal insurance products and services in the \_\_\_\_\_ area for the past \_\_\_\_ years.

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

### **Mission**

The Company's mission is to provide the highest level of financial protection and customer service for our clients, whether individuals or businesses, at every stage of their lives by delivering solutions adapted to their particular needs.

### **Objectives**

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

The Company's objectives are to (i) increase our client base by \_\_\_\_% by the end of \_\_\_\_\_; (ii) increase gross sales by \_\_\_\_% and profits by \_\_\_\_% by the end of \_\_\_\_\_; *[list other objectives]*.

### **The Market**

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

### **Capital Requirements**

The Company requires an estimated \$\_\_\_\_\_ in operating capital. The *[loan / equity investment]* proceeds will be used to develop the Company's interactive website and \_\_\_\_\_.

## 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 objectives are to:

- increase our client base by \_\_\_% by the end of \_\_\_\_\_;
- increase gross sales by \_\_\_%;
- increase gross margin by \_\_\_%;
- attain 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 [list objectives necessary in order to reach the stated goals, such as]:

- identify our target markets;
- position the Company as a market leader in quality insurance products and customer service;
- institute a regular [annual] insurance review for all existing clients;
- develop an interactive website through which visitors can choose insurance products, speak with our brokers, \_\_\_\_\_ [describe other services];
- provide sales incentives to staff to meet sales goals of \_\_\_%;
- [other objectives]

### 1.2 Purpose of Business Plan

The Company has developed a comprehensive business plan to \_\_\_\_\_ [set out purposes of the business plan, e.g. focus and accelerate our marketing activities, sales activities, product development and services development / expansion, distribution and customer service, etc]. To implement these plans, the Company requires [loan / investment] funding totaling \$\_\_\_\_\_ for the following purposes: [list]

### 1.3 Vision / Mission Statement

*{This is where you will describe the company's vision (where the business is heading) and mission statement (how business will be conducted).}*

The Company's mission is to provide the highest level of financial protection and customer service for our clients, whether individuals or businesses, at every stage of their lives by delivering solutions adapted to their particular needs.

In carrying out our day-to-day business operations, we strive to:

- treat our employees with fairness and respect, and create an enjoyable working atmosphere that inspires loyalty and dedication;
- follow the philosophy that our clients are our first priority, and ensure that all of our personnel are well-trained in providing reliable, timely and efficient customer service;
- be considered as a responsible business leader in the community.

### 1.4 Factors for Success

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

- expert, professional staff who can answer clients' questions, are knowledgeable about all of our products and services and can empathize with clients;
- policies that meet a client's needs and are affordable, available and understandable;
- [list any other success factors]

### 1.5 Risk Factors

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

- problems generating visibility and product positioning;
- overly aggressive and debilitating actions by competitors;
- changes in consumer buying trends;
- changes in federal or state/provincial legislation applicable to the industry;
- rising incidence of insurance fraud and higher costs associated with it;
- [include any other risk factors]

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;
- [include any other "worst case" situations]

## 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)]

[describe technology, computer systems, pagers, wireless, etc]

[describe company's online business operations at present, if any]

#### 3.2 Products & Services

The Company provides the highest level of protection and customer service for our clients, whether individuals or businesses, at every stage of their lives by delivering solutions adapted to their particular needs. Our expertise and broad range of Life, Property and Casualty Insurance products and financial services protect our clients, help them build their wealth and enable them to look forward to the future with peace of mind.

The Company offers the following products and services:

- commercial property and vehicle insurance;
- commercial / professional liability insurance;
- boiler and machinery insurance;
- contract and miscellaneous surety bonds;
- personal property and vehicle insurance;
- life and long-term disability insurance;
- [list other products & services offered]

Since we are brokers (not agents), we have access to a range of standard and specialty markets. We can call upon the ample resources of our insurance markets to help with any unusual circumstances which may occur and which present a problem in finding proper coverage for a client. Our people are very knowledgeable about our products and services, and are all well trained in how best to serve our clients' needs. Our insurance products meet or exceed the expectations of our clients and are affordable, available and understandable. We strive at all times to delivery our products in a timely fashion, with a minimum of errors. We believe in the philosophy of providing the right solution, done right the first time, delivered on time every time.

We also provide insurance services to non-clients, such as lawyers and mortgagees, to ensure that our mutual clients have proper coverage and binders in place for the purchase of homes, businesses and vehicles.

#### 3.3 Proprietary Technology

[describe the company's patent, copyright, trademark registrations with respect to proprietary processes / technology / developments, if any, and licensing / royalty arrangements with respect to its technology, if any]

#### 3.4 Future Plans

The Company plans to continually develop new products / services and enhance our existing product lines / service offerings. In response to demonstrated needs of our market, new products / services being developed in the near future include \_\_\_\_\_.

We are in the process of developing an interactive website through which visitors can choose products and services which fit their needs, and speak with our trained and knowledgeable staff about all aspects of insurance coverage.

To protect the Company's proprietary interests and information, the following policies will be [put in place / enforced]: \_\_\_\_\_.

THIS IS A 22-PAGE TEMPLATE.