

[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].

Signature

Print Name

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 _____ 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 _____ in the _____ area.

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

Mission

[revise as appropriate to fit your company's mission - expand on this in Section 1]

To provide website visitors with comprehensive medical information, and a wide variety of pharmaceuticals and medical supplies at reasonable prices.

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, the number of competitors already servicing that market, and the reason(s) why customers will choose your business over the competitors]

The health care industry is estimated to be a \$1 trillion industry. Online pharmacies currently attract approximately _____ million customers per year. *[use current figures]*

Capital Requirements

The Company requires an estimated \$_____ in [start-up/operating] capital. The [loan / equity investment] proceeds will be used to develop the e-commerce / e-content website (approximately \$_____), _____ *[list other purposes for the loan funds]*.

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:

- [list objectives and dates by which they will be accomplished in order to reach the stated goals]

1.2 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).]

By _____ [year], the Company will be well positioned and recognized as a leader in the Internet pharmacy field, with sales in excess of \$_____.

It is the Company's mission to provide website visitors with comprehensive medical information, and a wide variety of pharmaceuticals and medical supplies at reasonable prices. 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 customers 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.

1.3 Keys to Success

The keys to the Company's successful entry into the highly competitive field of online pharmaceutical providers will be:

- to establish a strong memorable brand name;
- to provide a comprehensive site encompassing the needs of both consumers and medical professionals;
- to become an authoritative source for medical information;
- to provide a wide range of services and goods to meet the needs of our target audiences.

1.4 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;
- [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]

The Company has established a relationship with _____, a major supplier of pharmaceuticals and medical supplies and equipment.

2.5 Facilities & Operations

[describe the company's office(s), square footage, location, etc, and whether the company owns or leases its office(s)]

[describe computer systems, pagers, wireless, etc]

2.6 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]

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 Products & Services

The Company will offer, through its website, a wide variety of medical products and services for sale to both consumers and professionals. Products include pharmaceuticals, medical equipment, supplies, _____ [list]. The Company has established a relationship with _____, a leading fulfillment supplier of pharmaceuticals and medical supplies and equipment.

In addition to our catalog of products, the Company will provide a large comprehensive database of medical information, created and maintained by members of the medical community. The information contained in the database will be updated regularly to ensure that it is timely and addresses new discoveries, research, and developments.

Through our related website, _____, the Company will also provide a range of practical office and business services for medical professionals, to help them efficiently manage and administer their businesses.

Products & Services for Consumers

- Pharmaceuticals
- Medical supplies & equipment
- Herbal preparations
- Home healthcare items
- Vitamins and supplements
- Physician & hospital directories
- Illness & symptom directory
- Consumer-oriented health news
- Drug toxicology guide
- Substance abuse guide & resources
- Baby / child health resources
- Nutrition & fitness resources

Products & Services for Medical Practitioners and Facilities

- Pharmaceuticals
- Medical supplies & equipment
- Medical schools directory
- Online medical bookstore, for sale of books, software & videos
- Local, regional, national & international health alerts
- Medical news, information, resources
- Illness & symptom directory
- Drug toxicology guide
- Substance abuse guide & resources
- Professional organizations & services directories
- Office software
- Medical office supplies

3.2 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 medical record keeping and communications for medical professionals, a professional placement service, and a localized medical yellow pages.

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

3.3 Product Fulfillment

Product fulfillment is an important part of customer satisfaction. The Company is in discussion with _____, a medical supplies / pharmaceutical company, for fulfillment resources. They have been in business for ___ years and have an excellent reputation and customer record. They will warehouse and dispense all pharmaceuticals and medical supplies. They have agreed to add a private label for the Company on agreed-upon items, and will package our marketing materials and use the Company's shipping labels on shipments of these items.

The Company's products are shipped to our [distributors / end users] via [FOB/FOB delivered/FOB buyers factory / _____]. We use the following carriers: _____. *[set out ways in which the company controls its shipping costs, volume discounts, etc]*

THIS IS A 21-PAGE DOCUMENT. THE FOREGOING IS A SAMPLE PREVIEW.