

## British Columbia Provincial Nominee Program Business Plan Guideline

As part of the application process through the Provincial Nominee Program, a Business Plan is required. There are many different ways in which it can be prepared. For our purposes the Business Plan should cover at least the following subjects:

- Executive Summary
- Business Concept
- Management (including résumés) / Ownership
- Key Product/Services
- Product Risks
- Industry / Market Research
- Target Market / Customer Research
- Competition Analysis
- Pricing Strategy
- Distribution Strategy
- Marketing / Promotion Strategy
- Operation / Human Resources Plan
- Financial Plan
  - Sources of Financing
  - Balance Sheet for 3 years (actual or forecast if new business)
  - Income Statement for 3 years (actual or forecast if new business)
  - Cash Flow Forecast for 3 years (actual or forecast if new business)

The following is the internet webpage link to Business Development Bank of Canada that shows a blank template and business plan samples:

[http://www.bdc.ca/en/business\\_tools/business\\_plan/default.htm](http://www.bdc.ca/en/business_tools/business_plan/default.htm)

We trust that this will be useful.