



SASKATCHEWAN IMMIGRANT NOMINEE PROGRAM (SINP)

BUSINESS PLAN DEVELOPMENT

Business plans submitted to the Saskatchewan Immigrant Nominee Program (SINP) should address the following questions. These questions will assist you in developing your business plan:

1. What is your intended business?

Provide a basic description of the intended business including:

- a) type of business (manufacturing, export, fabricator, etc.)
- b) terms and percentage of ownership of business structure (identify if the business is sole ownership, a partnership, joint venture, etc.) and,
- c) identification of the key economic sector listed in the SINP guidelines that applies to your business

2. Describe the product(s) to be sold or services to be rendered.

Is the product a new or existing product or service.

3. Who will you sell or provide service to?

Describe the customers or companies you will sell your product or service to and their geographic locations. Indicate if they will be new or existing clients, an expansion of business to new geographical areas, etc.

4. How much will you sell?

Outline the research you have undertaken to determine if there are adequate markets for your product or service? If your product or service currently exists, what is your current sales volume and how do you plan to increase sales.

5. Who are the competitors in your products or service?

Identify existing businesses competing for the same customers.

6. How you will achieve your projected sales?

Identify your company and product strengths and promotion plans.

Identify your competitive advantage.

Identify your company's internal strengths and weaknesses, and the external opportunities and threats.

7. What level and type of investment is proposed to see the business become operational?

Identify the start-up costs, including relocation costs, to have the business operational.

8. What is the projected profit margin of the company?

Outline how the business will be financially feasible. Include a six-month, one-year and two-year projection of profit margins. Identify the break-even points for revenue and sales. If it is an existing business relocating to Saskatchewan provide financial statements for the last two years of operation.

9. Outline your past business experience.

Include a description of your management position, size and type of budget you administered, number of personnel directly under your supervision, the geographic markets under your responsibility (i.e. country, province, state, etc.), and sales volume directly attributable to you.