

# Resources to help you create your business plan

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Each item has been linked to the online resource.

## SECTION 2: DESCRIPTION OF COMPANY

- **Advantages and Disadvantages of a Home-based Business**  
([http://www.womensenterprise.ca/sites/default/files/resources/Advantages and Disadvantages of a Home Based Business\\_0.pdf](http://www.womensenterprise.ca/sites/default/files/resources/Advantages and Disadvantages of a Home Based Business_0.pdf))
- **Partnerships**  
([http://www.womensenterprise.ca/sites/default/files/resources/Partnerships\\_0.pdf](http://www.womensenterprise.ca/sites/default/files/resources/Partnerships_0.pdf))
- **Choosing a Retail Location**  
(<http://www.womensenterprise.ca/sites/default/files/resources/marketing/choosing-retail-location.pdf>)

## SECTION 3: DESCRIPTION OF PRODUCT/SERVICE

- **Canadian Intellectual Property Office**  
(<http://www.womensenterprise.ca/resources/canadian-intellectual-property-office-0>)

## SECTION 4: MARKET ANALYSIS

- **Porters 5 Forces**  
([https://www.mindtools.com/pages/article/newTMC\\_08.htm](https://www.mindtools.com/pages/article/newTMC_08.htm) )
- **What is Market Research and what can it do for you?**  
(<http://www.womensenterprise.ca/sites/default/files/resources/market-research/what-market-research-and-what-can-it-do-you.pdf>)
- **Sample Market Research Questionnaires**  
(<http://www.womensenterprise.ca/sites/default/files/resources/market-research/sample-market-research-questionnaires.pdf>)
- **How to identify a target market and prepare a customer profile**  
(<http://www.womensenterprise.ca/sites/default/files/resources/market-research/how-identify-target-market-and-prepare-customer-profile.pdf>)
- **Resources for Market Research (Small Business BC)**  
([http://smallbusinessbc.ca/wp-content/uploads/resource\\_files/Resources\\_for\\_Market\\_Research.pdf](http://smallbusinessbc.ca/wp-content/uploads/resource_files/Resources_for_Market_Research.pdf))
- **How to Research your Market (Small Business BC)**  
([http://smallbusinessbc.ca/wp-content/uploads/resource\\_files/How\\_to\\_Research\\_Your\\_Market.pdf](http://smallbusinessbc.ca/wp-content/uploads/resource_files/How_to_Research_Your_Market.pdf))

## SECTION 5: MARKETING PLAN

- **How to write an effective Marketing plan**  
(<http://www.womensenterprise.ca/sites/default/files/resources/marketing/how-write-effective-marketing-plan.pdf>)
- **How to create a Marketing and Sales Plan (Small Business BC)**  
([http://smallbusinessbc.ca/wp-content/uploads/resource\\_files/How\\_to\\_Create\\_a\\_Marketing\\_Sales\\_Plan.pdf](http://smallbusinessbc.ca/wp-content/uploads/resource_files/How_to_Create_a_Marketing_Sales_Plan.pdf))
- **Focused Marketing: Targeted Effort, Tangible Results**  
([http://www.womensenterprise.ca/publications/focus\\_marketing](http://www.womensenterprise.ca/publications/focus_marketing))
- **Six keys to common sense marketing**  
(<http://www.womensenterprise.ca/sites/default/files/resources/marketing/six-keys-common-sense-marketing.pdf>)
- **Pricing your products and services**  
(<http://www.womensenterprise.ca/sites/default/files/resources/market-research/pricing-your-products-and-services.pdf>)
- **Pricing for services**  
(<http://www.womensenterprise.ca/sites/default/files/resources/market-research/pricing-services.pdf>)
- **Pricing for Small Business**  
(<http://www.womensenterprise.ca/sites/default/files/resources/market-research/pricing-small-retailers.pdf>)
- **Pricing for Small Manufacturers**  
(<http://www.womensenterprise.ca/sites/default/files/resources/market-research/pricing-small-manufacturers.pdf>)
- **10 Ways to stretch your Ad dollars**  
(<http://www.womensenterprise.ca/sites/default/files/resources/marketing/ten-ways-stretch-ad-dollars.pdf>)
- **Mentor Advisory Forum: Are you Marketing 27/7?**  
([http://www.womensenterprise.ca/audiomedia/forum\\_dec9\\_2010.html](http://www.womensenterprise.ca/audiomedia/forum_dec9_2010.html))
- **Export 101**  
(<http://www.womensenterprise.ca/blog/export-101>)

## SECTION 6: OPERATIONS

- **Procurement: Uncover Growth Opportunities**  
(<http://www.womensenterprise.ca/blog/step-uncover-growth-opportunities>)
- **Mentor Advisory Forum: Helping Businesses Market to Large Buyers**  
([http://www.womensenterprise.ca/audiomedia/forum\\_feb16\\_2016\\_osme.html](http://www.womensenterprise.ca/audiomedia/forum_feb16_2016_osme.html))
- **Inventory Management in Manufacturing**  
(<http://www.womensenterprise.ca/sites/default/files/resources/Inventory Management - Manufacturing.pdf>)
- **Inventory Management in Wholesale/Retail**  
(<http://www.womensenterprise.ca/sites/default/files/resources/Inventory Management - Wholesale Retail.pdf>)
- **Building a Winning Employee Team**  
([http://www.womensenterprise.ca/sites/default/files/resources/Building a Winning Employee Team\\_0.pdf](http://www.womensenterprise.ca/sites/default/files/resources/Building a Winning Employee Team_0.pdf))
- **Employees or Independent Contractors?**  
([http://www.womensenterprise.ca/sites/default/files/resources/Employees or Independent Contractors\\_0.pdf](http://www.womensenterprise.ca/sites/default/files/resources/Employees or Independent Contractors_0.pdf))

- **A Guide to the Employment Standards Act**  
(<https://www.labour.gov.bc.ca/esb/esaguide/welcome.htm>)
- **When and How to use Non-Disclosure Agreements**  
([http://www.womensenterprise.ca/sites/default/files/resources/When and How to Use Non-Disclosure Agreements\\_0.pdf](http://www.womensenterprise.ca/sites/default/files/resources/When and How to Use Non-Disclosure Agreements_0.pdf))

## SECTION 7: FINANCIAL PLAN

- **Learning Guide: Financial Understanding for Small Business**  
([http://www.womensenterprise.ca/publications/financial\\_understanding](http://www.womensenterprise.ca/publications/financial_understanding))
- **Learning Guide: Financial Management for Small Business**  
([http://www.womensenterprise.ca/publications/financial\\_management](http://www.womensenterprise.ca/publications/financial_management))
- **Cash Flow Excel Template**  
([http://www.womensenterprise.ca/cash\\_flow\\_template](http://www.womensenterprise.ca/cash_flow_template))
- **Income Statement and Balance Sheet Templates**  
([http://www.womensenterprise.ca/income\\_statement\\_balance\\_sheet\\_templates](http://www.womensenterprise.ca/income_statement_balance_sheet_templates))
- **Mentor Advisory Forum: Making Cents of Your Financial Statements**  
([http://www.womensenterprise.ca/audiomedia/forum\\_Jan28\\_2014.html](http://www.womensenterprise.ca/audiomedia/forum_Jan28_2014.html))
- **Cash Flow Forecasting & Break-Even Analysis**  
(<http://www.womensenterprise.ca/sites/default/files/resources/getting-financing-your-business/cash-flow-forecasting-break-even-analysis.pdf>)
- **Financing Your Business**  
([http://www.womensenterprise.ca/sites/default/files/resources/Financing Your Business\\_0.pdf](http://www.womensenterprise.ca/sites/default/files/resources/Financing Your Business_0.pdf))
- **What is your Credit Rating?**  
(<http://www.womensenterprise.ca/sites/default/files/resources/Financial%20Fitness%20What%20Is%20Your%20Credit%20Rating.pdf>)
- **Mentor Advisory Forum: Get Money to Fund Your Business: Exploring Loans and Grants**  
([http://www.womensenterprise.ca/audiomedia/forum\\_oct21\\_2014\\_loans\\_grants.html](http://www.womensenterprise.ca/audiomedia/forum_oct21_2014_loans_grants.html))
- **Mentor Advisory Forum: What's the big deal about cash flow?**  
([http://www.womensenterprise.ca/audiomedia/forum\\_mar17\\_2011.html](http://www.womensenterprise.ca/audiomedia/forum_mar17_2011.html))
- **More Financial Planning Resources**  
(<http://www.womensenterprise.ca/resourcelibrary/Getting%20Financing%20for%20Your%20Business>)

## SECTION 8: RISK ANALYSIS AND CONTINGENCY PLAN

- **Mentor Advisory Forum: Put the 'Success' in Succession Planning: Family and Employee Ownership**  
([http://www.womensenterprise.ca/audiomedia/Forum\\_Jul7\\_2015\\_Succession\\_Planning.html](http://www.womensenterprise.ca/audiomedia/Forum_Jul7_2015_Succession_Planning.html))
- **Controlling Costs with Risk Management**  
(<http://www.womensenterprise.ca/resources/controlling-costs-risk-management>)

## GENERAL BUSINESS PLAN RESOURCES

- **How to write an effective Business Plan**  
([http://www.womensenterprise.ca/sites/default/files/resources/How to Write an Effective Business Plan\\_0.pdf](http://www.womensenterprise.ca/sites/default/files/resources/How%20to%20Write%20an%20Effective%20Business%20Plan_0.pdf))
- **Starting a Business Information Session**  
(<http://www.womensenterprise.ca/content/learn-how-start-your-business-today>)
- **Business Plan samples (RBC)**  
(<http://www.rbcroyalbank.com/business/startingabusiness/planning-your-business.html>)
- **Scotiabank Business Plan Writer**  
(<https://apps.scotiabank.com/planWriter/en/#section-0>)
- **Starting Your Business: A guide to resources for BC women**  
([http://www.womensenterprise.ca/sites/default/files/files/StartingYourBusiness\\_2013.pdf](http://www.womensenterprise.ca/sites/default/files/files/StartingYourBusiness_2013.pdf))
- **Creating Your Business Plan Workbook**  
([http://www.womensenterprise.ca/publications/creating\\_your\\_business](http://www.womensenterprise.ca/publications/creating_your_business))
- **Business Model Canvas**  
(<https://www.youtube.com/watch?v=QoAOzMTLP5s>)
- **Business Acquisition Checklist**  
([http://www.womensenterprise.ca/sites/default/files/resources/Business%20Acquisition%20Checklist\\_0.pdf](http://www.womensenterprise.ca/sites/default/files/resources/Business%20Acquisition%20Checklist_0.pdf))
- **More Business Planning Resources**  
(<http://www.womensenterprise.ca/resourcelibrary/Business%20Planning>)