

Useful Links

The following links are organised according to the sections of the Community Futures Capital Region **Business Plan Template**, and have been collated to help give you some extra background to the content of that plan.

Please note: We don't necessarily endorse all the content in the pages we are linking to, but feel they give useful perspective for you to consider. If you find a broken link, please let us know by emailing sue@cfcapitalregion.ca

Executive Summary:

<https://www.entrepreneur.com/encyclopedia/executive-summary>
<http://www.investopedia.com/university/business-plan/business-plan3.asp>

Section 1: Business Vision

Understanding Features and Benefits

<https://www.entrepreneur.com/article/34942>

SMART Goals

https://en.wikipedia.org/wiki/SMART_criteria
<https://www.thebalance.com/elements-of-a-smart-business-goal-2951530>

Pricing

<http://learnmarketing.net/Price.htm>
<https://www.helpscout.net/blog/pricing-strategies/>

Unique Selling Proposition/Point

<https://www.entrepreneur.com/encyclopedia/unique-selling-proposition-usp>

Industry Analysis

<http://www.scotiabank.com/ca/en/0,,599,00.html>
<http://www.referenceforbusiness.com/small/Inc-Mail/Industry-Analysis.html>

Part 2: Marketing Strategy

Know. Like. Trust.

<https://www.inc.com/bill-carmody/the-know-like-amp-trust-growth-model.html>

Target Market, Ideal Client, Niche Market

<https://www.inc.com/guides/2010/06/defining-your-target-market.html>
<http://marketingforhippies.com/onesentence/>

Your Brand

<https://www.entrepreneur.com/article/77408>

<http://www.marketingdonut.co.uk/marketing-strategy/branding/ten-ways-to-build-a-brand-for-your-small-business>

Section 3: Operations Strategy

Capital Goods

<http://www.investopedia.com/terms/c/capitalgoods.asp>

Section 4: Financial Plan

Forecasting

<https://www.smallbusiness.wa.gov.au/business-advice/financial-management/budgets-and-forecasts>

Cashflow Mistakes

<https://www.entrepreneur.com/article/249020>

Conclusion

SWOT

<https://youtu.be/Dwbn1ftmgxU>

Risks

https://www.cpaaustralia.com.au/~/_/media/corporate/allfiles/document/professional-resources/business/risk-management-guide-for-small-to-medium-businesses.pdf?la=en

Assumptions

<https://www.thebalance.com/question-key-assumptions-in-your-business-plan-1200853>