BUSINESS PLANNING CANVAS

Community Futures Yellowhead East

IDEA (5) - What is your basic business idea? What is your mission statement or purpose? What is your vision of success?

VALUE PROPOSITION (14)
Why will customers buy your products or service?

CUSTOMER DEMOGRAPHICS (8-9)
Age, gender, culture, income, location, preferred media, social media, etc..

SWOT-AV ANALYSIS (11)
Strengths, weaknesses, opportunities, threats, aspirations, values

(S)

(W)

(O)

(T)

REVENUE SOURCES (7)
Income

PRODUCT 1
$ /
cash sales or A/R

PRODUCT 2
$ /
cash sales or A/R

PRODUCT 3
$ /
cash sales or A/R

PRODUCT 4
$ /
cash sales or A/R

KEY RESOURCES (18)
What do you need to operate this business?

PHYSICAL

HUMAN

INTELLECTUAL

FINANCIAL

COSTS & FINANCING (36)
Estimate costs and identify sources of financing

REVENUES / month
cash sales
accounts receivable
loan proceeds
GST in

COST OF GOODS SOLD / mo
inventory purchases
other

EXPENSES / month
advertising
automotive
bank charges
employee benefits
insurance
loan payment
legal/accounting
office supplies
property tax
rent
repair & maintain building
repair & maintain equipment
digital tools
tools & equipment
telephone
utilities
employee wages
owners salary
other
GST out

CASHFLOW /month

TO-DO LIST & TIMELINES

- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]

COMPETITORS (10-11)
Names, locations, key points (physical or online)

CUSTOMER RELATIONS (12)
How will you communicate with customers?

ADVERTISING

PUBLIC RELATIONS

DIRECT RESPONSE

INTERACTIVE COMMUNICATIONS

PERSONAL SELLING

EVENT MARKETING

EVENT SPONSORSHIP

EXPENSES (23)
Include start-up and operating costs

CAPITAL ITEMS

INVENTORY

OTHER COSTS

RENOVATIONS

OPERATING CAPITAL

KEY PARTNERS (15-16)
Who do you need to work with or hire to operate this business?

TECHNICAL

SALES

PROMOTION

ORGANIZATION

ADMINISTRATION

SUPPLIERS