



The Basics Working for Inuit Women Entrepreneurs

Inspiring Entrepreneurship for Stronger Inuit Communities

WHAT & WHY A BUSINESS PLAN?

BUSINESS PLAN



Better chances of financing,
partnerships

helps you be clear &
plan better

Confidence

Your friend

Living document

NOT long
academic report



MAIN SECTIONS OF A BUSINESS PLAN

01

EXECUTIVE SUMMARY

02

COMMUNITY PROFILE

03

BUSINESS OR
PRODUCT DESCRIPTION

04

BUSINESS STRUCTURE:
MANAGEMENT & OWNERSHIP

05

BUSINESS OPERATIONS
& PLAN

06

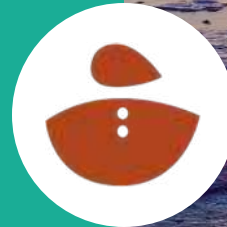
MARKETING PLAN

07

FINANCIAL PLAN

08

APPENDICES



Executive Summary



- ☐ Overview
- ☐ Short
- ☐ Enticing
- ☐ Interesting
- ☐ Clear picture



Executive Summary



WHAT TO INCLUDE?
Let's discuss.



UP NEXT
COMMUNITY PROFILE

Community Profile



- Business Environment
- Community Benefits

Business and Product Description



A couple of fictional examples:

My grandmother taught me to bake in her kitchen: I always loved baking growing up – and want to share this joy with others.

My dream is to expand my business online to provide Inuit-themed templates for cake-making to people all over the world. Unfortunately I can't make and send cakes outside of my community and still make a profit, but people pay for specialty designs. That way I can continue to grow my business.

Business Management and Ownership



Business Partner?

Alone?

Family Member?

Paid Employee Part or Full Time or Seasonal?

As owner I bring:

- ☐ X skills
- ☐ X experience
- ☐ X Education

Who is responsible for what tasks?

Business Operations and Plan



Day to Day

- Providing Services
- People's Tasks
- Facility and Equipment Plan
- Start-up Plan (if haven't started your business yet)

UP NEXT
MARKETING
ANALYSIS
AND PLAN

Marketing Analysis and Plan



Target Market:

- ☐ Product
- ☐ Place
- ☐ Promotion
- ☐ Process
- ☐ People
- ☐ Price

Financial Plan



- How much money does your business need to get started?
- Do you have enough money to get started? OR
- Do you need a grant or business loan to cover the start up costs?
- Will other people invest in your business?
- How will the money be spent?
- How quickly can you pay back money that you borrow?

UP NEXT
APPENDICES

Appendices



- ☐ Resumes of owners or staff
- ☐ Financial statements
- ☐ Reports or articles that support the need for your business
- ☐ Letters of reference or support
- ☐ Legal documents
- ☐ Copies of lease
- ☐ Contracts

Where to get help with your plan?

RESOURCES



Pauktuutit Business Plan Template:

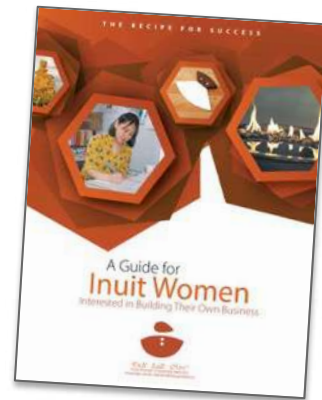
**[pauktuutit.ca/iwbn/
resources/how-do-i-
start-a-business/](http://pauktuutit.ca/iwbn/resources/how-do-i-start-a-business/)**

Futurpreneur Canada:

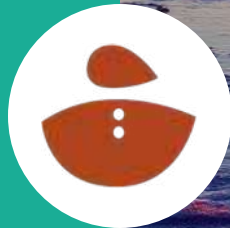
www.futurpreneur.ca

**Department of Economic Development and
Transportation. Writing your business plan.**

**[gov.nu.ca/edt/information/
step-6-write-business-plan](http://gov.nu.ca/edt/information/step-6-write-business-plan)**



QUJANNAMIK THANK YOU!



*Inspiring Entrepreneurship
for Stronger Inuit Communities*



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PAUKTUUTIT
INUIT WOMEN OF CANADA