



SMALL BUSINESS CENTRE

Barrie • Simcoe County • Orillia





AGENDA

1. Introduction
2. Business Planning 101
3. How to get started



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INTRODUCTION TO BUSINESS PLANS

FOR AGRICULTURAL BUSINESSES



WHAT IS A **BUSINESS PLAN?**



A business plan is a document that describes a company's objectives and its marketing, financial, and operational strategies for achieving them.

It includes details about the business's products or services, target market, competitive landscape, marketing and sales strategies, and financial projections.

WHY IS A **BUSINESS PLAN** IMPORTANT?

- **Guides decision-making:** It helps owners make informed decisions.
- **For lenders and investors:** It helps them assess risk and viability.
- **Tracks progress:** Allows businesses to set goals and track progress.
- **To articulate your vision:** It communicates your business strategy.
- **Internally:** It aligns your team to shared goals.
- **For growth:** Businesses that plan grow 30% faster than those that don't.

WHAT ARE THE BASIC PIECES OF A PLAN?

1. COVER PAGE
2. DISCLAIMER
3. TABLE OF CONTENTS
4. EXECUTIVE SUMMARY
5. COMPANY PROFILE
6. MARKET ANALYSIS & STRATEGY
7. OPERATIONS & HUMAN RESOURCES
8. FINANCIAL PLAN
9. CRITICAL PATH & APPENDICES

WHAT ARE THE BASIC PIECES OF A PLAN?

1. COVER PAGE

Includes a title, date, company name & logo, contact information, your name, and a disclaimer

2. DISCLAIMER

"This Business Plan is confidential and contains proprietary information and intellectual property of *company*. Neither this Business Plan nor any of the information contained herein may be reproduced or disclosed under any circumstances without the express written permission of *company*."

3. TABLE OF CONTENTS

WHAT ARE THE BASIC PIECES OF A PLAN?

4. EXECUTIVE SUMMARY

- What the business is and the products/services it will provide
- Who the owners are and what they will bring to the business
- Market research highlights – who is the ideal customer, competitors, and industry trends

PRO TIP: Write this section last!

5. COMPANY PROFILE AND OVERVIEW

- Vision and Mission for your business
 - What is the one key benefit you are selling? Where's the value/solution? For who?
- Write about company ownership and management (their experience and qualifications)
- Accomplishments to date
- Goals and Objectives

WHAT ARE THE BASIC PIECES OF A PLAN?

6. MARKET ANALYSIS & STRATEGY

- Industry profile and outlook (future forecasting based on current trends)
- Market potential (geographic region, # of customers in that region, sales projections)
 - How many people attend agri-tourism activities annually?
- Includes:
 - SWOT Analysis, target market description, pricing strategy, and marketing strategy

7. OPERATIONS AND HUMAN RESOURCES

- Description of day-to-day operations, facility requirements, insurance, and industry regulations
- Also include information management systems and details on any technology
- Feature:
 - **Supply Chain** (and contingency plans as applicable)
 - **Workflow** (processes, time required for each step, quality targets, planned capacity)
 - **Human Resources Plan** (organizational chart, job descriptions, advisors, recruitment and onboarding/offboarding procedures)

WHAT ARE THE BASIC PIECES OF A PLAN?

8. FINANCIAL PLAN

- **Start-up Costs**
 - estimate the financing and borrowing needs of the new business.
- **Sales Forecast**
 - estimate the annual sales volume per product or service.
- **Cash flow statements**
 - cash balance and monthly cash flow pattern for the first 12-18 months (include working capital, salaries and sales)
- **Profit and loss forecast (a.k.a. Income Statement)**
 - level of profit you expect to make, given your projected sales, the costs of providing goods and services, and your start-up costs

Start-up Costs

Item	Cost of Item	Owner Contributed	Grant Allocations	Other Source of Financing
Licenses, Insurance & Banking				
Business Name Registration	68	68		
Bank Fees	25	25		
Insurance	1,000		1,000	
Business License (If Required)	220	220		
Other (Please Specify)				
Advertising & Marketing				
Business Cards	50	50		
Flyers/Brochures	200		200	
Website	800		800	
Advertising (Please Specify)	500		500	
Other (Please Specify)				
Equipment				
Point of Sale	100	100		
Computer	1,500		1,500	
Widget Maker	7,000	2,000		5,000
Other Expenses				
Office Supplies	500	500		
Rent	3,000	3,000		
Utilities	0	0		
Gas	100	100		
Inventory	2,650	1,650	1,000	
Phone & Internet	100	100		
Total Start Up Expenses	\$17,813	\$7,813	\$5,000	\$5,000
Figures are for illustration purposes only.				

Twelve-month sales forecast

Company Name

Fiscal Year Begins Jan - XX

	12-month Sales Forecast												
	Jan - XX	Feb - XX	Mar - XX	Apr - XX	May - XX	Jun - XX	Jul - XX	Aug - XX	Sep - XX	Oct - XX	Nov - XX	Dec - XX	Annual Totals
Widget 1													
Estimated # units to sell	50	50	50	50	80	110	130	170	80	50	80	350	1250
Sale price @ unit	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	
TOTAL	300	300	300	300	480	660	780	1,020	480	300	480	2,100	7,500
Widget 2													
Estimated # units to sell	30	30	30	30	56	80	110	136	56	30	56	300	944
Sale price @ unit	18.00	18.00	18.00	18.00	18.00	18.00	18.00	18.00	18.00	18.00	18.00	18.00	
TOTAL	540	540	540	540	1,008	1,440	1,980	2,448	1,008	540	1,008	5,400	16,992
Widget 3													
Estimated # units to sell	24	24	24	24	50	72	96	110	50	24	50	220	768
Sale price @ unit	40.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	
TOTAL	960	960	960	960	2,000	2,880	3,840	4,400	2,000	960	2,000	8,800	30,720
Monthly totals: All Categories	1,800	1,800	1,800	1,800	3,488	4,980	6,600	7,868	3,488	1,800	3,488	16,300	55,212

Current Month Ending mm/yy	Sales History		
	202-X	202-X	202-X
0	0	0	0
0	0	0	0
0	0	0	0
0	0	0	0

Figures are for illustration purposes only.

Company Name

Starting date	Jan-22														
	Opening Balance	Jan - XX	Feb - XX	Mar - XX	Apr - XX	May - XX	Jun - XX	Jul - XX	Aug - XX	Sep - XX	Oct - XX	Nov - XX	Dec - XX	Total	
Cash on hand (beginning of month)		0	6,513	6,284	6,055	5,326	6,461	8,803	10,204	13,881	14,017	12,288	12,423		
CASH INFLOW															
Widget 1		300	300	300	300	480	660	780	1,020	480	300.0	480.0	2,100.0	7,500	
Widget 2		540	540	540	540	1,008	1,440	1,980	2,448	1,008	540	1,008	5,400	16,992	
Widget 3		960	960	960	960	2,000	2,880	3,840	4,400	2,000	960	2,000	8,800	30,720	
SUBTOTAL		1,800	1,800	1,800	1,800	3,488	4,980	6,600	7,868	3,488	1,800	3,488	16,300	55,212	
Starter Company Grant		5,000	0	0	0	0	0	0	0	0	0	0	0	5,000	
Other Sources of financing		5,000	0	0	0	0	0	0	0	0	0	0	0	5,000	
Owner contributions		10,000	0	0	0	0	0	0	0	0	0	0	0	10,000	
TOTAL CASH INFLOWS		21,800	1,800	1,800	1,800	3,488	4,980	6,600	7,868	3,488	1,800	3,488	16,300	75,212	
CASH OUTFLOW															
Inventory															
Widget 1		50	50	50	50	80	110	130	170	80	50	80	350	1,250	
Widget 2		90	90	90	90	168	240	330	408	168	90	168	900	2,832	
Widget 3		168	168	168	168	350	504	672	770	350	168	350	1,540	5,376	
Sales - Category 4		0	0	0	0	0	0	0	0	0	0	0	0	0	
Sales - Category 5		0	0	0	0	0	0	0	0	0	0	0	0	0	
Expenses															
Regulatory															
Insurance		1,000	0	0	0	0	0	0	0	0	0	0	0	1,000	
Business Registration		68	0	0	0	0	0	0	0	0	0	0	0	68	
Bank Fees		25	25	25	25	25	25	25	25	25	25	25	25	300	
Licensing		0	0	0	0	0	0	0	0	0	0	0	0	0	
Other (please specify)		0	0	0	0	0	0	0	0	0	0	0	0	0	
Advertising & Marketing															
Business Cards		50	0	0	0	0	0	50	0	0	0	0	0	100	
Flyers/brochures		200	0	0	0	0	0	200	0	0	0	0	0	400	
Website		800	0	0	0	0	0	0	0	0	0	0	0	800	
Advertising		500	0	0	500	0	0	500	0	0	500	0	0	2,000	
Other (please specify)		0	0	0	0	0	0	0	0	0	0	0	0	0	
Equipment															
Point of Sale		100	30	30	30	30	30	30	30	30	30	30	30	430	
Widget Maker		7,000	0	0	0	0	0	0	0	0	0	0	0	7,000	
Computer		1,500												1,500	
Operating Expenses															
Rent		3,000	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	19,500	
Utilities			0	0	0	0	0	0	0	0	0	0	0	0	
Office Supplies		500	0	0	0	0	0	500	0	0	0	0	0	1,000	
Phone & Internet		100	30	30	30	30	30	30	30	30	30	30	30	430	
Gas		100	100	100	100	100	100	100	100	100	100	100	100	1,200	
Credit Card Transaction Fee (2%)		36.00	36.00	36.00	36.00	69.76	99.60	132.00	157.36	69.76	36.00	69.76	326.00	1,104	
SUBTOTAL		15,287	2,029	2,029	2,529	2,353	2,639	4,199	3,190	2,353	2,529	2,353	4,801	46,290	
Loan principal payment		0	0	0	0	0	0	0	0	0	0	0	0	0	
Loan Interest		0	0	0	0	0	0	0	0	0	0	0	0	0	
Owners' withdrawal (salary)		0	0	0	0	0	0	1,000	1,000	1,000	1,000	1,000	1,000	6,000	
TOTAL CASH OUTFLOW		15,287	2,029	2,029	2,529	2,353	2,639	5,199	4,190	3,353	3,529	3,353	5,801	52,290	
Change in cash	0	6,513	-229	-229	-729	1,135	2,341	1,401	3,678	135	-1,729	135	10,499		
TOTAL CASH AVAILABLE (END OF MONTH)	0	6,513	6,284	6,055	5,326	6,461	8,803	10,204	13,881	14,017	12,288	12,423	22,922		

Projected Income Statement		
	Year 1	Year 2
Revenues		
Sales		
Widget 1	4,950	0
Widget 2	11,880	0
Widget 3	22,680	0
(A) Total Sales	\$39,510	\$0
Inventory Costs		
Opening Inventory / Stock / Product (from startup)	0	
Widget 1	990	0
Widget 2	2,376	0
Widget 3	4,536	0
(B) Total Cost of Inventory	\$7,902	\$0
(C) GROSS MARGIN (A-B)	\$31,608	\$0
Expenses		
General Expenses		
Owner's Draws/s alaries	6,000	0
Insurance	1,000	0
Business Registration	68	0
Bank Fees	300	0
Licensing	0	0
Other (please specify)	0	0
Business Cards	100	0
Flyers /brochures	400	0
Website	800	0
Advertising	2,000	0
Other (please specify)	0	0
Point of Sale	430	0
Widget Maker	7,000	0
Computer	1,500	0
Rent	19,500	0
Utilities	0	0
Office Supplies	1,000	0
Phone & Internet	430	0
Gas	1,200	0
Credit Card Transaction Fee (2%)	790	0
(D) TOTAL GENERAL EXPENSES	\$42,518	\$0
Other Disbursements		
Start up Costs (separate out from above if relevant)	0	0
Loan Interest	0	0
-	0	0
-	0	0
(E) TOTAL OTHER EXPENSES	\$0	\$0
(F) TOTAL EXPENSES (D+E)	\$42,518	\$0
NET PROFIT BEFORE TAX (C-F)		
	-\$10,910	\$0
Income Tax (estimated at 25%)	\$2,728	\$0
NET PROFIT AFTER TAX	-\$8,183	\$0

WHAT ARE THE BASIC PIECES OF A PLAN?

9. CRITICAL PATH & APPENDICES

- Activity timeline
- Helps manage workflow and keep track of milestones
- Visual representation of Goals & Objectives
- Include any significant (“critical”) events to date

Critical Path example on the next slide ->

COMMON BUSINESS PLAN MISTAKES

- **Lack of market research:** This can lead to unrealistic assumptions about demand and competition.
- **Unrealist Financial Projections:** overestimating revenue and underestimating expenses.
- **Ignoring Cash Flow:** focusing too much on profits and not cash flow for day-to-day operations.
- **Inadequate Risk Management:** can leave your business vulnerable.
- **Overlooking legal and regulatory requirements:** can result in compliance issues.
- **Not updating a plan:** a business plan should be reviewed as things change.

BUSINESS PLAN BEST PRACTICES

1. START EARLY
2. KNOW YOUR AUDIENCE
3. BE REALISTIC
4. KEEP IT CONCISE
5. FOCUS ON FACTS
6. REGULAR UPDATES
7. INCLUDE RISK MANAGEMENT
8. SET CLEAR (SMART) GOALS
9. SEEK FEEDBACK
10. USE VISUALS

FINAL THOUGHTS



Begin with the end in mind!

- **When** do I want to leave my business?
- **What** do I want to do with my business when I leave it?
 - e.g. selling it, passing it on to a family member, or closing the business and liquidating its assets.

Remember: Your business plan is an evolving document that lives and breathes and can change as your business grows.



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WHO WE ARE

The Small Business Centre is one of a network of **54 Centres across Ontario** that provide entrepreneurs with the tools they need to start and grow their business.

Supported by City of Barrie and Province of Ontario, our team provides **resources, guidance and connections** to entrepreneurs across Simcoe County, **FREE** of charge.



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WHO WE SERVE



ENTREPRENEURS
EXPLORING
ENTREPRENEURSHIP



ENTREPRENEURS
STARTING
A SMALL BUSINESS



ENTREPRENEURS
GROWING
A SMALL BUSINESS



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HOW WE SUPPORT SMALL BUSINESSES

- **Consultations** and advice
- One -on -one assistance with the creation of **business plans**
- Insight on **regulatory requirements** (business licenses, permits, etc.)
- Regular **workshops** on a variety of small business topics
- **Referrals** to professional services and business connections
- Providing **networking, mentoring and training** opportunities
- Delivering **Summer Company** and **Starter Company Plus** programs



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OUR PROGRAMS

Summer Company

Summer Company provides accepted students, between the ages of 15 -29, mentoring, business training and up to \$3,000 in funding to start and run their business for the summer.

Starter Company PLUS

Starter Company Plus provides mentorship and training to entrepreneurs who are starting, growing, or buying a business. Participant entrepreneurs may have an opportunity to apply for a grant of up to \$5,000.

Summer Company



- Apply by submitting a **business plan**
- **Start -up money** to kick-off a summer business - *up to \$1,500 up front to help with start -up costs and up to \$1,500 upon successful completion of the program requirements*
- **Training and mentorship** from local business leaders
- For students that are **15–29 years old and returning to High School, College, or University** after Summer 2025
- More info on our website at **barriebusinesscentre.ca/Summer** -Company

Starter Company PLUS



- Currently taking names and emails for a waitlist for the 2026 Cohort.
- **Training and mentorship** from local business leaders
- Receive up to **\$5,000 micro -grant**
- Eligible if looking to start, grow, or purchase an independent business
- More info on our website at **barriebusinesscentre.ca/what -we -do**

Learning Labs



Beyond our programs, we also offer free virtual workshops with key industry experts on relevant topics every month.

Examples of previous Learning Labs:

- Empowering Entrepreneurs through Content Marketing
- Business Insurance and Benefits Strategies
- Free Tax Help: CRA Liaison Officer
- Introduction to PIPEDA

More to come, stay tuned:

barriebusinesscentre.ca/events

Consultations



What do our consultations look like?

Take the form that's most convenient for you (phone, Zoom or visit it us at the Sandbox Centre in Barrie).

We focus on your needs, from reviewing business plans to just pointing you in the right direction. Our free consultations are a way to have someone to bounce ideas off of, get helpful direction and information to get clarity wherever you are in your entrepreneurial journey.

We're always building up our referral network, so feel free to connect!



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THANK YOU

Contact us by phone or email to access our resources or book your FREE one-on-one consult to discuss your specific entrepreneurial needs:



705-720-4225



smallbusiness@barrie.ca



barriebusinesscentre.ca



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