The Basics Working for Inuit Women Entrepreneurs

Inspiring Entrepreneurship for Stronger Inuit Communities





WHAT & WHY A BUSINESS PLAN?

Better chances of financing, partnerships

helps you be clear & plan better

BUSINESS PLAN

Confidence

Your friend

Living document

NOT long academic report





MAIN SECTIONS OF A BUSINESS PLAN

01) EXECUTIVE SUMMARY

02 COMMUNITY PROFILE

BUSINESS OR PRODUCT DESCRIPTION

03

04

05

BUSINESS STRUCTURE: MANAGEMENT & OWNERSHIP

BUSINESS OPERATIONS & PLAN



07) FINANCIAL PLAN





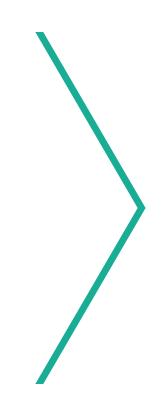
Executive Summary



PAUKTUUTIT

INUIT WOMEN OF CANADA

- Overview
- Short \square
- Enticing
- Interesting
- **Clear picture**



Executive Summary

WHAT TO INCLUDE? Let's discuss.



The Basics Working for Inuit Women Entrepreneurs

UP NEXT

Community Profile



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- Business Environment
- Community Benefits



Business and Product Description



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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. UP NEXT BUSINESS MANAGEMENT ND OWNERSHIP

Business Management and Ownership

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Business Partner? Alone? Family Member? Paid Employee Part or Full Time or Seasonal?

As owner I bring:

- O X skills
- C X experience
- X Education

Who is responsible for what tasks?

UP NEXT BUSINESS OPERATIONS AND PLAN

Business Operations and Plan



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UIT WOMEN OF CANADA

Day to Day

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

Marketing Analysis and Plan



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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?
- O How will the money be spent?
- How quickly can you pay back money that you borrow?

UP NEXT APPENDICES

Appendices



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



Where to get help with your plan?

RESOURCES

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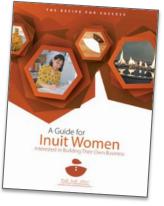
Vomen in Business Network

Pauktuutit Business Plan Template:

pauktuutit.ca/iwbn/ resources/how-do-istart-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



Busie Bassios Weddikinty for Inuit Women Entrepreneurs

QUJANNAMIK THANK YOU!

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