



# 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

**UP NEXT**  
**BUSINESS AND**  
**PRODUCT DESCRIPTION**



## 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

UP NEXT  
RESOURCES

[illegible]

**pauktuutit.ca/iwbn/  
resources/how-do-i-  
start-a-business/**

**www.futurpreneur.ca**

**gov.nu.ca/edt/information/  
step-6-write-business-plan**



