



NWT Métis-Dene Development Fund Ltd.

BUSINESS PLAN OUTLINE

The business plan should contain the following components:

- (a) Executive Summary:
 - Introduction
 - Conclusions
 - Recommendations

- (b) Operational Outline:
 - Owner Experience
 - Equipment and Facility Requirements
 - Location and Setting
 - Ownership and Corporate Structure
 - Products and Services
 - Résumé, Key Personnel, and Staffing
 - Management Support and Professional Services
 - Strengths, Weaknesses, Benefits, and Risks
 - Environmental Impacts

- (c) Marketing Profile:
 - Description of Industry
 - Market Area Profile
 - Customer Profile
 - Direct Competition
 - Pricing, Sales, and Credit Terms
 - Projected Market Share
 - Advertising and Promotion

- (d) Financial Outline:
 - Startup Costs
 - Sources of Funds and Financing Arrangements
 - Loan Payment Schedules
 - Projected Balance Sheet (3 years)
 - Projected Income and Expense (3 years)
 - Projected Cash Flow (3 years, Monthly Cash Flow for the First Year)
 - Break-even Analysis
 - Business Ratio Analysis
 - Personal Net Worth Statement
 - Financial Assumptions

- (e) Appendix:
 - Backup and Support Information