

**TERMS OF REFERENCE
for the development of a
Business Plan**

to establish a

operating as

OVERVIEW:

THE CONSULTANT SHALL DEVELOP A BUSINESS PLAN THAT WILL BE READY FOR PRESENTATION TO POTENTIAL FINANCING SOURCES. SPECIFICALLY, THE BUSINESS PLAN SHALL INCLUDE (BUT NOT BE LIMITED TO) THE FOLLOWING COMPONENTS:

1. Table of Contents
2. Executive Summary
3. Organization & Management
4. Operations Strategy
5. Human Resources/Labour Requirements
6. Market Analysis & Marketing Plan - highlight current/potential contracts
 - i Market Size & Growth
 - ii Product Line
 - iii Competition
 - iv Competitive Advantages
 - v Market Share
 - vi Pricing Strategy
 - vii Promotion Strategy
7. Financial Plan
 - i Capital Requirements - detail all costs
 - ii Financing Sources - detail financing (client equity, loan and other)
 - iii Pro Forma monthly cash flow statement for year 1
 - iv Pro Forma income statements for three years
 - v Pro Forma balance sheets for three years
8. Regulatory Considerations
 - i Local Regulations
 - ii Provincial Regulations
 - iii Federal Regulations (if applicable)
 - iv Environmental Assessment (environmental screening form)
9. Implementation Plan For Recommendations
 - i Immediate Action
 - ii Short Term Action
 - iii Long Term Action
10. Other as Determined Necessary

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