



*Aboriginal*  
**BUSINESS PLAN COMPETITION**  
*is there an entrepreneur in you?*

**For more information, contact:**

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*Aboriginal Business  
Service Network*

*Réseau de services aux  
entreprises autochtones*



Canada 

Manitoba 

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## **ABORIGINAL BUSINESS SERVICE NETWORK (ABSN) BACKGROUND INFORMATION**

The Aboriginal Business Service Network (ABSN) is a national initiative dedicated to improving access to business information for new and existing Aboriginal entrepreneurs. The ABSN builds on the structure of existing Canada Business Service Centres (CBSC) located across the country, which provide free-of-charge access to government information on business programs, services and regulations. ABSN resources are tailored to meet unique requirements of Aboriginal clients.

The ABSN in Manitoba is operated in coordination with the Canada/Manitoba Business Service Centre and Community Futures Partners of Manitoba. Aboriginal entrepreneurs can obtain information on a wide range of business information and programs offered by the federal and provincial governments for Aboriginal entrepreneurs as well as the Centre's research resources by contacting the C/MBSC and the ABSN Coordinator, or visiting the ABSN Internet Site, or visiting one of the **32** C/MBSC Regional Access Centres located throughout the Province.

## **ABSN CLIENT SERVICES**

- Reviewing and providing feedback on business plans
- Providing advice and guidance with the development of a business plan
- Providing information on government and private financial and non-financial programs and services available for Aboriginal businesses
- Providing business counselling services to existing businesses facing challenges
- Designing and delivering free seminars and workshops on various business topics tailored to the needs of the organization/clients. They can be delivered at the C/MBSC office (250-240 Graham Ave., in Winnipeg) or other locations as requested by an organization/community (as long as there are at least 10 participants)
- Other initiatives such as tradeshow, conferences, youth business training and other projects, as identified and/or requested through consultations with the ABSN Intermediary committee, partners and/or clients.

## **CONTEST DETAILS**

**Category 1: Regular** (18 years of age and above)

The **top** business plan will receive a matching equity contribution of up to \$7,500.

**Category 2: Youth** (Under 18 years of age)

The **top five** business plans for Youth will each receive a \$1,000 cash prize.

- Contest winners will be announced during the **Franchise and Home Business Opportunities Show in January 2007**.
- Contest is open (FREE) to all new and existing businesses based in Manitoba in all sectors/industry categories.

- To be eligible for the contest, business plans must be received by the Canada/ Manitoba Business Service Centre no later than 12:00 Noon on **Friday, December 15, 2006**.
- Along with your plan you must read the Terms and Conditions and sign the registration form found on the registration page or contact the ABSN office at 1-800-665-2019 or local 984-2272 or via the web site.

## TERMS & CONDITIONS / REGISTRATION FORM

To be eligible for the contest, applicants must read and agree with the Terms and Conditions outlined below.

Please remember to include the **registration form** with your business plan submission.

### Terms and Conditions

1. Organizer: Aboriginal Business Service Network and Canada / Manitoba Business Service Centre.
2. Contestants: Business plan must be submitted before 12:00 (Noon) on **Friday, December 15, 2006**.
3. Eligibility and Entry Fee: All applicants must be Aboriginal and live and operate their business within Manitoba. (May be asked to verify Aboriginal heritage) The contest is open (FREE) to all business sectors/industry categories (MB-based).
4. By submitting a business plan to enter the Contest, the Contestant agrees to be bound by the Terms and Conditions of the Contest as designed and published by the Organizer.
5. Only successful applicants will be notified.
6. Business plan format: Single space with font of letter size 12, on 8.5 x 11 (letter size). Plans may be submitted in either official language.
7. The Contestant understands and agrees that the Organizer of the Contest reserves the right to make all final and binding decisions with respect to all aspects of the Contest, and the Contestant agrees to be bound by all decisions of the organizer.
8. Successful applicant(s) understand that this contest does not constitute an endorsement by the Organizer or determination of future success.
9. Business operations must commence within 3 months of confirmed commercial lending institution's offer. (Lending institution must be acceptable to the ABSN judging committee.) The exception is the Youth category – no business operations must commence – it is simply a cash prize.
10. For further inquires, please e-mail [manitoba@cbsc.ic.gc.ca](mailto:manitoba@cbsc.ic.gc.ca) or call 1-800-665-2019 or local 984-2272.

### Administrative Guidelines

- Judging period: **December 18, 2006 to January 19, 2007**.
- Winner will be announced during the **Franchise and Home Business Opportunities Show – January 27, 2007**.

- The Contestant authorizes the Organizer to identify the successful contestant (name/picture) in connection with organizing or promoting the Contest.
- The Organizer agrees to maintain the information submitted in the confidence and to not reproduce/ distribute / communicate the information within, without expressed written consent of the contest entrant. All plans submitted will be disposed of (shredded) immediately at contest conclusion.
- Organizer will not be responsible for loss or damages to materials submitted.
- All staff of the Organizer are not eligible for the Contest.

### The Organizer

- The Organizer reserves the right to judge and to evaluate the entries, the function of which is reserved solely for the judges appointed. The Organizer reserves the right to make all final decisions regarding all aspects of the Contest.
- The Organizer reserves the right to disqualify any Contestant if it is determined that the Contestant has submitted false information, committed fraud, and/or plagiarism.

### SUGGESTED BUSINESS PLAN GUIDELINES

The ABSN and Canada/Manitoba Business Service Centre understand that the business plan format can change from business sector to sector, but here is a guideline for content inclusion for submission. Please note that the CMBSC also has the Interactive Business Planner.

The Interactive Business Planner (IBP) is a user-friendly computer software program that uses the capabilities of the Internet to assist you in preparing a 3-year business plan for a new or existing business. To access the IBP, go to the Canada/Manitoba Business Service Centre website at [www.cbsc.org/manitoba](http://www.cbsc.org/manitoba) and click on the following Link on the home page:



The following is meant as a Business Plan guideline only:

- **Executive Summary:** An outline of the key points of your business plan in one or two pages. This is a summary of your business plan and should be done last but placed at the front of the business plan.
- **Products/Services:** A description of products and/or services that will be offered by the business.
- **Human Resources:** A description of key management, staff and/or supporting services.

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- **Market Analysis:** A comprehensive Market Analysis section will include the following sub-categories:
    - An **Industry Overview** analyzing the industry in which your business will compete. This should also include a detailed analysis of key competitors.
    - A **Marketing Strategy** which summarizes the target market for your product or service – Who are your customers? Where are they? How many are there? Are there enough to support your business?
    - **Product / Service** – What is the “unique selling feature” of your product / service? Why would they come to you instead of your competitors?
    - **Promotion and Marketing** – How will you get the message out about your product / service? Thorough ads? Press releases? How much will this cost?
    - **Pricing and Positioning** – How much will your product / service cost? What is the “position” of your product / service compared to competitors? Is it a “high-end” service or an affordable everyday product?
    - **Distribution Strategies** – How will your product /service reach the end-user (customer)? How much will it cost?
  
  - **Implementation Plan:** How will the business grow and develop? What are the key milestones to be achieved?
  
  - **Risk / Contingency Plan:** Discuss possible challenges / issues / barriers that the business may face. These can be external (e.g. economic downturn) or internal (e.g. less than projected sales).
  
  - **Financial Plan:** This will include:
    - Pro-forma balance sheets, income statements and cash flow statements (three years).
    - Notes to the financial statements – stating how you arrived at the figures for sales, expenses, loan calculations etc.

**This page must be filled out and included with your business plan contest submission**

**ABORIGINAL BUSINESS PLAN COMPETITION**

Title of Business Plan Submission: \_\_\_\_\_

**CONTESTANT INFORMATION:**

Name of Contestant: \_\_\_\_\_

Aboriginal (First Nations, Métis, Non-Status and Inuit): \_\_\_\_\_

Address: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Category:

**Regular (\$7,500):** \_\_\_\_\_ **Youth Under 18 years of age (\$1,000 Prize):** \_\_\_\_\_

1. How did you hear about the contest?  
\_\_\_\_\_
  
2. Which of the following information providers have you used for your business information needs? Please check
  - Community Futures \_\_\_\_\_ Chamber of Commerce \_\_\_\_\_
  - Government Agency \_\_\_\_\_
  - Local Economic Development Officer \_\_\_\_\_
  - Canada/ Manitoba Business Service Centre \_\_\_\_\_
  - School / College / University \_\_\_\_\_
  - Library \_\_\_\_\_ Internet \_\_\_\_\_
  - Band Office \_\_\_\_\_

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I have read the Terms and Conditions outlined and I state that the information contained in this entry is true and accurate:

Name

Date

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Submit your plan to:

**By e-mail:**

manitoba@cbsc.ic.gc.ca

**By mail or in person:**

Canada / Manitoba Business  
Service Centre  
Box 2609  
240-250 Graham Avenue  
Winnipeg, MB  
R3C 4B3