

BUSINESS PLAN Guidelines and Template

INTRODUCTION

Land allocation decisions routinely require that the needs of private individuals be balanced with those of the public. Government's commitment to sustainable development and the assessment of potential cumulative environmental and socio-economic impacts also requires government to weigh and consider potential benefits and costs/risk of proposed developments. Consequently, it is important that government have adequate information to make informed land allocation decisions.

This business plan guideline and template has been prepared to ensure that:

- ✓ Applicants are aware of the business plan information that may be required to support review of their land application,
- ✓ Adequate information is available to government for the review of commercial / industrial land applications, and to
- ✓ Facilitate discussion between applicants and government staff regarding the type and level of information that may be required.

Prior to the development of this guideline, business plan requirements were noted on the Land and Subdivision Application Form and developed by practice. This guideline and template more clearly outline government's business plan requirements.

DEFINITIONS

Canada-Yukon Business Service Centre (CYBSC)

CYBSC offers a combination of products, services, publications and expert referrals to help clients get current and comprehensive business information on a wide range of topics including preparing a business plan.

Business Advisory Board

The Board is made up of representatives from the Yukon Chamber of Commerce, a business person and the Department of Economic Development.

PRINCIPLES

As a general rule, a reasonable degree of economic viability should be demonstrated in a business plan in support of applications for public land.

GUIDELINES

1. A business plan is required for all commercial / industrial land applications where new businesses are being established or existing businesses are proposing significant expansion/diversification.
2. The type and level of information required in a business/operations plan will be appropriate to the type and scale of a business being proposed or documented.

3. For established businesses a description of business operations/expansion will normally be required. However, a detailed business plan may not be required.
4. Section 24 of the Yukon Government, *Access to Information and Protection of Privacy Act* (ATIPP) apply regarding the disclosure of business information in the application review process, e.g. the applicant may request that financial information supplied, be treated as confidential.
5. Section 121, YESAA provisions of the Government of Canada, *Access to Information Act* apply to applications requiring YESAA assessment. It also specifies that designated offices, the Board and decision bodies may not disclose traditional knowledge that is determined to be confidential and is provided in confidence to them. Under Section 33, the Board has made rules regarding the confidentiality of traditional knowledge.
5. The financial information provided is reviewed with respect to the land application only and does not represent a Government of Yukon endorsement of the business.
6. Applicants requiring assistance preparing their business plan may be directed to the Business and Trade Unit, Economic Development, the Tourism Branch, Tourism and Culture or the Canada-Yukon Business Service Centre as appropriate.
7. Applications for land with a business component are forwarded to the Business and Trade Unit, Economic Development or the Tourism Branch, Tourism and Culture, as appropriate, for review. Business plans that are rejected (i.e. deemed to be inadequate or without reasonable chance for success) by the Business and Trade Unit, Economic Development are normally reviewed by the Business Advisory Board.



1) Briefly explain your business idea.

2) Identify the key products and services you will sell and your overall goals/expectations for your business.

3) Describe your experience, skills, qualifications etc. as they relate to your business. Include your employees (family, partners, and staff) and a business history if applicable.

4) Summarize research that supports your business idea. Include an industry overview; market research; identify your target market(s) – who and how many will buy your product and why; competition and where your business fits; etc.
