

Business Plan Outline

A business plan submitted in support of an application for assistance under the Policy Framework for Support to the Diamond Value Added Industry is to conform to the outline below. Note that additional information required under specific programs may also be required, as detailed in Schedules A and B.

Title Page:

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Executive Summary:

- Briefly explain: what you intend to do; location; amount and type of GNWT support required; why you need GNWT support; how many people will you employ and train; other benefits to northerners; status of discussions with northern producers; where things are; key past events and future deadlines.

Management:

- Indicate share structure and ownership.
- Provide resumes of principals and key management.
- Identify managers, bankers, lawyers, insurance agents, accountants.
- Define the roles and responsibilities for key managers.
- Describe the history of the applicant/business.
- Indicate business connections of all owners of the company (direct and indirect) which may influence the business transactions of the company.

Training:

- Explain the training program.
- Describe the trainers and their experience.
- Indicate the number of people you will employ and train?
- Indicate Trainer/Trainee ratios for full training period.
- Define required skills and knowledge.
- Indicate wage levels for the next five years.
- Identify location of training.
- Define the trainee recruitment schedule.
- Indicate the selection process for trainees/apprentices.
- Forecast trainee attrition rate and identify strategy for minimizing it.
- Project monthly productivity (rough carats per day and yields) for trainees and experienced workers for a five-year period.

Marketing strategy:

- Indicate how you intend to market and sell the polished product.
- Define your target market.
- Explain your plans to differentiate your product from other similar products.
- Indicate how you currently sell your product.
- Indicate your current annual sales.

Manufacturing:

- Describe the rough (sizes, quantities and qualities) and the resulting polished product.
- Indicate the average buying and selling price.
- Provide a list of the capital requirements and respective costs (indicate used or new).
- Identify utility requirements.
- Provide a sketch plan of the proposed manufacturing facility.
- Provide location of the facility. Buy, build or lease?
- Describe any support services you may require.
- Identify your current sources of rough.

Financial:

- Project start up costs and financing schedule.
- Provide historical financial statements past 3-5 years.
- Provide projected financial statements (with assumptions) for next 5 years.
- Provide break-even analysis.
- Provide projected monthly cash flow statements for next 5 years.
- Provide owner signed, dated personal net worth statements.
- Provide trainee wage schedule, which includes: number of trainees, timing of new trainees, wages of trainees at different stages, and dropouts.
- Provide monthly productivity schedule that indicates the number of rough stones processed for trainees and experienced workers over a five-year period.

Appendices:

- Letters of support.
- Security and insurance requirements.
- Business, banking and personal references.
- Shareholder Agreements.

- Memorandums of Understanding.
- Other relevant information.