

# WOLCDC Business Plan Worksheet

## I. General Information

Your Name(s): \_\_\_\_\_  
\_\_\_\_\_

✓ Resume: Attach a personal resume for each person listed above.

What type of business is it? \_\_\_\_\_

Why do you want to open this business?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Why is this business needed in the community?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Discuss, in detail, your experience in this particular business.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## II. Business Details

Is this an existing business, or is this a start-up business? \_\_\_\_\_

A. If existing business:

✓ Attach the most current year-end financial statement

Value of the Inventory on hand: \$ \_\_\_\_\_

Condition of Building:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

B. If a New Business:

Proposed location. Lease, buy or build? \_\_\_\_\_

1. Renovation costs:

- ✓ Attach at least two independent estimates for repairs.

2. Build:

a. Land:

Tax map number of the site: \_\_\_\_\_

Asking price of the lot: \$ \_\_\_\_\_

Listing agent or owner: \_\_\_\_\_

How is this property currently zoned? \_\_\_\_\_

- ✓ Attach a copy of building plan (drawing, or blueprints)
- ✓ Attach at least two estimates from builders for cost of construction

**C. Financial Analysis**

1. Building:

(What is it going to cost to get the location suitable for you to do business?)

Construction, renovation, closing costs, Real estate fees, survey, engineering study, blueprints, etc.

Total estimated cost: \$ \_\_\_\_\_

2. Inventory:

List names of anticipated Suppliers: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. Cost of Initial Inventory: \$ \_\_\_\_\_

- ✓ Attach an estimate from at least two suppliers

4. Cost of Machinery, equipment, shelving, etc. \$ \_\_\_\_\_

- ✓ Attach an estimate from at least two suppliers

5. Monthly COST Estimates:

Rent/Mortgage Cost \_\_\_\_\_

Utilities \_\_\_\_\_

Salaries/payroll \_\_\_\_\_

Taxes \_\_\_\_\_

Maintenance \_\_\_\_\_

Inventory Replenishment \_\_\_\_\_ (calculation info on next page)

**TOTAL monthly costs:** \$ \_\_\_\_\_

6. Profit Margin Analysis:

Average number of customers per day: \_\_\_\_\_

✓ Obtain a local traffic count from the County or NYDOT for your location

Take average cars per day X 2-5% to equal your customers per day

Average \$ sale per customer: \$ \_\_\_\_\_

Multiply the avg. customers per day X avg. sale per day to = \_\_\_\_\_ , multiply X  
\*30 days = \_\_\_\_\_ total

**\* the 30 day figure may vary. 30 days is used as an arbitrary number for the days in a month that you will be open for business. You will need to substitute your number of business days per month in place of the 30 day figure.**

Average Profit Margin (in %): \_\_\_\_\_. (This is the percentage that you expect to use in pricing your product over the cost of the item from the supplier. Every industry differs as to the average profit margin. It may be anywhere between 10-40%, or more).

Multiply the total \*30 day total figure to the average profit margin to find your estimated profit per month.

Profit Margin \_\_\_\_\_ X \*30 day total \$ \_\_\_\_\_ = \$ \_\_\_\_\_ (profit per month)

**Inventory Replenishment:**

To determine this cost, take the inverse of your average profit margin (in %) and multiply it by the \*30 day total.

Inverse of Profit margin X \*30 day total \_\_\_\_\_ = \$ \_\_\_\_\_ total  
projected inventory replacement cost per month

Insert this number into the Inventory Replenishment cost column on the previous page.

Compare your total costs with your estimated profit per month. You should have more cash coming in per month than your expenses. If you are even or below your expenses in this estimation, then you need to reconsider many, or all, aspects of the business.

**Please Be Aware**

**This worksheet is to aid you in developing your business plan, however, it may not be all-inclusive to your particular business.**

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