



SUPPORTING  
WOMEN ENTREPRENEURS  
IN BC

# Resources to Help You Create Your Business Plan

This list of resources will help you in each stage of writing your business plan. Each item has been linked to the online resource.

## Participate in our FREE phone-in Starting Your Business Info Session

Wondering where to start as you plan your business? We will cover the most common start-up questions, including how to name and register your BC business, tax, licensing and legal requirements and more. Plus, your facilitator will review the document “[How to Write an Effective Business Plan.](#)” Register free at [events.we-bc.ca](https://events.we-bc.ca)

## Section 2: Description Of Company

- Partnerships ([https://we-bc.ca/online\\_resources/partnerships/](https://we-bc.ca/online_resources/partnerships/))
- Choosing a Retail Location ([https://we-bc.ca/online\\_resources/choosing-a-retail-location/](https://we-bc.ca/online_resources/choosing-a-retail-location/))

## Section 3: Description of Product/Service

- Canadian Intellectual Property Office ([https://we-bc.ca/online\\_resources/the-canadian-intellectual-property-office/](https://we-bc.ca/online_resources/the-canadian-intellectual-property-office/))

## Section 4: Market Analysis

- Porter's 5 Forces ([https://we-bc.ca/online\\_resources/porters-5-forces/](https://we-bc.ca/online_resources/porters-5-forces/))
- What is Market Research and What Can it Do for You? ([https://we-bc.ca/online\\_resources/what-is-market-research-what-can-it-do-for-you/](https://we-bc.ca/online_resources/what-is-market-research-what-can-it-do-for-you/))



- How to identify a target market and prepare a customer profile  
([https://we-bc.ca/online\\_resources/how-to-identify-a-target-market-and-prepare-a-customer-profile/](https://we-bc.ca/online_resources/how-to-identify-a-target-market-and-prepare-a-customer-profile/))
- Resources for Market Research (Small Business BC)  
([https://smallbusinessbc.ca/wp-content/uploads/resource\\_files/Resources\\_for\\_Market\\_Research.pdf](https://smallbusinessbc.ca/wp-content/uploads/resource_files/Resources_for_Market_Research.pdf))
- How to Research your Market (Small Business BC)  
([https://smallbusinessbc.ca/wp-content/uploads/resource\\_files/How\\_to\\_Research\\_Your\\_Market.pdf](https://smallbusinessbc.ca/wp-content/uploads/resource_files/How_to_Research_Your_Market.pdf))

## Section 5: Marketing Plan

- How to Write an Effective Marketing Plan  
([https://we-bc.ca/online\\_resources/how-to-write-an-effective-marketing-plan/](https://we-bc.ca/online_resources/how-to-write-an-effective-marketing-plan/))
- How to create a Marketing and Sales Plan (Small Business BC)  
([https://smallbusinessbc.ca/wp-content/uploads/resource\\_files/How\\_to\\_Create\\_a\\_Marketing\\_Sales\\_Plan.pdf](https://smallbusinessbc.ca/wp-content/uploads/resource_files/How_to_Create_a_Marketing_Sales_Plan.pdf))
- Learning Guide (\$): Focused Marketing: Targeted Effort, Tangible Results  
(<https://we-bc.ca/product/focused-marketing/>)
- Six Keys to Common-Sense Marketing  
([https://we-bc.ca/online\\_resources/six-keys-to-common-sense-marketing/](https://we-bc.ca/online_resources/six-keys-to-common-sense-marketing/))
- Pricing your Products and Services  
([https://we-bc.ca/online\\_resources/pricing-your-products-and-services/](https://we-bc.ca/online_resources/pricing-your-products-and-services/))
- Cost-Based Pricing for Services  
([https://we-bc.ca/online\\_resources/cost-based-pricing-for-services/](https://we-bc.ca/online_resources/cost-based-pricing-for-services/))
- Pricing for Small Retailers ([https://we-bc.ca/online\\_resources/pricing-for-small-retailers/](https://we-bc.ca/online_resources/pricing-for-small-retailers/))
- Pricing for Small Manufacturers  
([https://we-bc.ca/online\\_resources/pricing-for-small-manufacturers/](https://we-bc.ca/online_resources/pricing-for-small-manufacturers/))
- Export 101 (<https://we-bc.ca/export-101/>)
- Step-by-Step Guide to Exporting  
([https://we-bc.ca/online\\_resources/step-by-step-guide-to-exporting/](https://we-bc.ca/online_resources/step-by-step-guide-to-exporting/))

# Section 6: Operations

- Step Up: Uncover Growth Opportunities  
(<https://we-bc.ca/step-uncover-growth-opportunities/>)
- Inventory Management in Manufacturing  
([https://we-bc.ca/online\\_resources/inventory-management-in-manufacturing/](https://we-bc.ca/online_resources/inventory-management-in-manufacturing/))
- Inventory Management in Wholesale/Retail  
([https://we-bc.ca/online\\_resources/inventory-management-in-wholesale-and-retail/](https://we-bc.ca/online_resources/inventory-management-in-wholesale-and-retail/))
- Building a Winning Employee Team  
([https://we-bc.ca/online\\_resources/building-a-winning-employee-team/](https://we-bc.ca/online_resources/building-a-winning-employee-team/))
- Employees or Independent Contractors?  
([https://we-bc.ca/online\\_resources/employees-or-independent-contractors/](https://we-bc.ca/online_resources/employees-or-independent-contractors/))
- A Guide to the Employment Standards Act  
([https://we-bc.ca/online\\_resources/a-guide-to-the-employment-standards-act/](https://we-bc.ca/online_resources/a-guide-to-the-employment-standards-act/))
- When and How to use Non-Disclosure Agreements  
([https://we-bc.ca/online\\_resources/when-and-how-to-use-non-disclosure-agreements/](https://we-bc.ca/online_resources/when-and-how-to-use-non-disclosure-agreements/))

# Section 7: Financial Plan

- Learning Guide (\$): Financial Understanding for Small Business  
([https://we-bc.ca/online\\_resources/financial-understanding-for-small-businesses/](https://we-bc.ca/online_resources/financial-understanding-for-small-businesses/))
- Learning Guide (\$): Financial Management for Small Business  
([https://we-bc.ca/online\\_resources/financial-management-for-small-business/](https://we-bc.ca/online_resources/financial-management-for-small-business/))
- FREE WeBC Business Loan Info Session (<https://events.we-bc.ca/>)
- Cash Flow Excel Template ([https://we-bc.ca/online\\_resources/cash-flow-template/](https://we-bc.ca/online_resources/cash-flow-template/))
- Income Statement and Balance Sheet Templates  
([https://we-bc.ca/online\\_resources/income-statement-and-balance-sheet-templates/](https://we-bc.ca/online_resources/income-statement-and-balance-sheet-templates/))
- Cash Flow Forecasting & Break-Even Analysis  
([https://we-bc.ca/online\\_resources/cash-flow-forecasting-and-break-even-analysis/](https://we-bc.ca/online_resources/cash-flow-forecasting-and-break-even-analysis/))
- Financing Your Business ([https://we-bc.ca/online\\_resources/financing-your-business/](https://we-bc.ca/online_resources/financing-your-business/))
- What is your Credit Rating?  
([https://we-bc.ca/online\\_resources/financial-fitness-what-is-your-credit-rating/](https://we-bc.ca/online_resources/financial-fitness-what-is-your-credit-rating/))

# Section 8: Risk Analysis And Contingency Plan

- Controlling Costs with Risk Management  
([https://we-bc.ca/online\\_resources/controlling-costs-with-risk-management/](https://we-bc.ca/online_resources/controlling-costs-with-risk-management/))

## General Business Plan Resources

- How to write an effective Business Plan  
([https://we-bc.ca/online\\_resources/how-to-write-an-effective-business-plan/](https://we-bc.ca/online_resources/how-to-write-an-effective-business-plan/))
- Starting a Business Information Session (<https://events.we-bc.ca/>)
- Starting Your Business: A guide to resources for BC women  
([https://we-bc.ca/online\\_resources/starting-your-business-guide/](https://we-bc.ca/online_resources/starting-your-business-guide/))
- Creating Your Business Plan Workbook  
([https://we-bc.ca/online\\_resources/creating-your-business-plan-step-by-step/](https://we-bc.ca/online_resources/creating-your-business-plan-step-by-step/))
- Business Model Canvas  
([https://we-bc.ca/online\\_resources/business-model-canvas-strategyzer/](https://we-bc.ca/online_resources/business-model-canvas-strategyzer/))
- Business Acquisition Checklist  
([https://we-bc.ca/online\\_resources/business-acquisition-checklist/](https://we-bc.ca/online_resources/business-acquisition-checklist/))

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