

# Alberta Advantage Immigration Program

Business Plan (Guidelines)

This document will provide you with guidelines on what to include in your business plan when submitting your Business Application to the Alberta Advantage Immigration Program. It should be used as a guide in your business research and when writing your Business Plan. You are encouraged to use plain language and only include information and data that is relevant to your analysis. The length of your business plan is not as important as the content. The Alberta Advantage Immigration Program encourages candidates to provide business plans not exceeding 10 pages plus required appendices.

It is permissible to have outside help with the writing of your business plan. However, as a candidate to the Alberta Advantage Immigration Program, you are expected to have conducted sufficient research and due diligence, and that you have actively engaged in the preparation of your business plan. When you are invited to attend an in-person interview in Edmonton (or Skype interview), you are expected to be familiar with all aspects of your business plan.

Please include the name, organization name, mailing address, email, and phone number of the person who compiled or assisted in compilation of the business plan. In addition, please provide a summary of any individuals contracted or consulted in preparation of the business Plan.

Business Plan must be evaluated by an Alberta Advantage Immigration Program approved Designated Agency/Qualified Service Provider. Please refer to the Alberta Advantage Immigration Program website for stream specific requirements for the Business Plan Evaluation Report.

Your Business Plan must be consistent with your Expression of Interest submission. For details about program requirements including minimum investment and eligible businesses, refer to the Alberta Advantage Immigration Program website. Your Business Plan must address the following topics:

1. Business overview
2. Company and ownership structure
3. Management structure
4. Operations
5. Staffing
6. Investment
7. Market analysis and risk management
8. Governing laws, regulations and licensing

## Business overview

### What to include here:

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- Name of the Business
- Proposed investment amount
- Describe the business model and identify specific goods and services that the business will offer.
- Identify the key success factors of the proposed business.
- Analyze the potential for commercial viability of the business.
- Describe how you are qualified to operate and manage the business and how it relates to your past business/management experience.
- Explain how you came to consider this business opportunity.
- Describe the proposed location and physical outlay, including the size of the premise and property to be leased or acquired.
- If you are purchasing an existing business, you must provide background information on the target business including but not limited to:
  - Business name
  - Location
  - Current ownership structure
  - Years in business
  - Target business financial performance trends
  - Purchase price and terms

Your text here...

## Company and ownership structure

### What to include here:

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- Describe the proposed type of business structure (partnership, corporation, etc.).
- Describe your proposed percentage of ownership and how the venture will be financed.

Your text here...

**Management structure**

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**What to include here:**

- Describe your intended role and clearly explain how you will have an active and ongoing day-to-day management role in the business.
- If you are proposing a business partner(s), provide the following information:
  - explain how their prior training and past work experiences are relevant to the proposed business;
  - indicate your prior relationship and provide a description of prior meetings; and
  - provide a description of the business partner(s)'s proposed role in the business.

Your text here...

**Operations**

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**What to include here:**

- Describe the process and capacity of your business operations and how it adds value.
- If you are purchasing an existing business, indicate if you are maintaining or exceeding the number of existing staff.
- Provide cost analysis of your operation including products/services.
- Describe purchases that will be made by your proposed business locally (within Alberta) and their economic impact. How much will be imported from other provinces or countries?

Your text here...

**Staffing**

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**What to include here:**

- Identify job(s) you are creating, and maintaining (if applicable) for Canadian citizens or permanent residents of Canada.

	Position	Key responsibilities	Qualifications
1			
2			
3			
<b>Additional Information</b>			

## **Investment**

### **What to include here:**

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- How much capital is required to get the business started/purchased?
- How are you going to use your personal assets to meet the capital requirement of the business on an ongoing basis?
- Will financing be required? How much financing is required for the first year?
- Identify the source of financing (i.e. financial institutions or private investors)
- Describe how you qualify for credit or a loan from a bank in Canada

Your text here...

## **Market analysis and risk management**

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### **What to include here:**

- Identify the target segment and positioning of your products/services.
- Identify immediate customers of your products or services and describe why they need your products or services.
- Provide strategy on price, distribution channels, promotional activities.
- Identify and analyze major competitors in the segment market.
- Provide SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis.
- Describe your strategy to manage risks identified in the market and financial analysis.
- Describe your strategy to manage external risk factors arising from barriers to entry, currency exchange risk, and other business environmental factors.
- Provide analysis of your break-even point, Return on Investment (ROI).

Your text here...

## **Governing laws, regulations and licensing**

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### **What to include here:**

- Identify relevant laws, regulations, licensing requirements and other barriers to entry for the proposed business and describe how you will address each of them.

Your text here...

## **Business Plan Appendices**

Your business plan must include the following appendices:

### **Appendix # 1: Organizational chart**

### **Appendix # 2: Hiring schedule(s)**

You must provide a hiring schedule for each new position you are creating for Canadian citizen(s) or permanent resident(s) of Canada.

### **Appendix # 3: Investment breakdown (required)**

You must provide a detailed investment breakdown itemizing major investments. The investment breakdown may include any or all of the following:

- Capital equipment, furniture, supplies, etc.
- Leasehold improvements
- Start-up inventory
- Marketing
- Insurance, professional fees
- Operating expenses (including rent, wages, utilities, advertisements and other ongoing costs)
- Purchase of an existing business (if applicable)
- Expenses related to the expansion of an existing business (if applicable)

You must provide descriptions for the major investment items and a rationale for the proposed investment amounts. You must also provide an estimated timeline for completing the above investments. If a partnership is proposed, provide details regarding the partner's investment (in-kind and financial).

### **Appendix # 4: Pro forma financial statements (required)**

You must provide **pro forma financial statements for three years** including balance sheet, cash flow statement and income statement. Provide monthly projections for the first year of business operation. In addition, submit assumption notes for your income statements including a rationale for your estimated revenue and profitability.

### **Appendix # 5: Your resume (required)**

### **Appendix # 6: Supporting documents for purchase of an existing business (if applicable)**

If you are purchasing an existing business, you must provide copies of the following documents:

- Most recent two years of financial statements for the existing business in Alberta including balance sheets and income statements prepared by a certified professional accountant.
- Copy of the business's most recent T4 summary.
- Proof of current ownership of the business in Alberta showing that the business has been owned by the current owner for a minimum of the past three years (four years if owned/operated by a current or former Alberta Advantage Immigration Program Entrepreneur stream candidate/nominee). This may include documentation showing the business' current owners and ownership structure, such as a share registry and incorporation documents.
- Valid business license of the business in Alberta.
- Evidence that efforts have been made to establish a fair market value for the target business. Provide a description of due diligence performed and negotiations with the vendor to arrive at the final purchase price. If a business valuation has been completed by a professional, submit the report.
- Describe why the previous owner is selling the business. If it is because of business losses, please explain if you have identified the reasons and how you are going to turn this into a profitable business.

### **Appendix # 7: Supporting documents for purchase of a franchise businesses (if applicable)**

If you are proposing to establish a new franchise business location or purchase an existing franchise location, you must provide copies of the following documents:

- Franchise agreement with the franchisor indicating their support of you as a potential franchisee.
- Letter from franchisor demonstrating the franchisor's acceptance of your expansion plan (for the purchase of an existing franchise location, if applicable).
- Franchise Disclosure Documents